

contest

CONTEST RULES

1. On the entry blank, right plainly print your last name for the Limerick . . . together with your name and address. If your printer cannot supply you with entry blanks, you can use plain paper.

LIST OF PRIZES

First Prize

50c

MAGAZINE

THE CONTEST HOBBY PUBLICATION

SEPTEMBER 1957



Peg Muncaster among the 1001 prizes she won from KamKap. (See page 63)

Photo by Newman Schmidt

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CONTEST Magazine

THE CONTEST-HOBBY PUBLICATION

It lets you in on how to win!

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LETTERS

to the Editor

WONDERFUL FOLKS

Anyone who has had an experience like the one I recently had would agree that "contest folks" are surely wonderful.

I'm writing this from my bed, as I rest, on doctor's orders, following an operation which I hope has stopped a cancer. At one of the nation's largest and best clinics I was advised not to ever undergo surgery due to my heart. Surgery, however, became my only hope, so on July 25th I underwent my operation in the Randolph County Hospital in Winchester, Ind.

I wanted to make sure I had qualifiers for entering a current contest later upon my hoped-for return home, so I started to write to a man who had been recommended to me by Lola D. Zautner, of the Pentailor Club. As I wrote I realized only then that the man to whom I was writing was living in the town where I was going for my operation! I told him that fact.

The next evening Mr. Charles K. Clear of Winchester visited me. I'd just been operated upon that day and was unable to say much more than "hello." Thereafter, Mr. Clear or his daughter, Bonnie, visited me daily. In my rush to go to the hospital I'd forgotten everything, it seemed! It was these new contest friends who came to my rescue with paper, stamps, this pen I'm writing with, magazines, entry blanks, qualifiers, etc. to help me pass the time.

My operation stay of eight days in the hospital was really one I'll never forget, thanks to Mr. Clear and daughter, and the other contest people to whom he spread the word and who also came to visit me.

Right now I'm at home alone. I must rest and rest, then with strength

rebuilt, I hope to undergo another operation.

My contests have been and are still my one way of speeding up an otherwise long day, plus writing to many contest folk over the nation.

My big win in Nescafe when I appeared on Jackie Gleason's Show was known soon in the hospital, as news soon gets around, and many, for the first time, were advised about *Contest Magazine* by me.

When I returned home August 1st, it was not long (Aug. 9) for me to wait to hear that one of my entries written on paper supplied to me by Mr. Clear and daughter, had paid off with a win on "Pantomime Quiz"! This is the second win for me on that program in two years. I'm now trying hard to replenish the hard-dented pocketbook which has stood four operations for my now-deceased mother and me, plus other heavy expenses, all of which my contest win helped to meet—thank God.

Sincerely yours,
Albert J. McElfresh

CONTESTERS ARE NICE

In February '55 *Contest Magazine* published my article on "How to Win on Johnny Olsen's Favorite Hymn Contest." I have won nine times and felt that I could truly help fellow testers, and so offered to do so. The letters came in by the hundreds, and answering every one necessitated my getting up at 6 a.m. daily till all was accomplished. In several cases, I actually rewrote the correspondents' ideas and they won, but it was utterly impossible to do that for everyone. Some even went as far as to ask me to write entries and submit them in their names! Months later I started receiving ungrateful letters from testers who called me a fraud. Their letters hadn't won, and they doubted if any of mine had!

I felt that testers were truly ungrateful persons who expected everything for nothing and were hoggish. I am happy to report, though, that ONE YEAR LATER, I



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received this lovely letter from Glenna Boatman, Knoxville, Iowa. I'll quote it in part:

"I have felt I owe my wonderful win partly to you, for I would never have known of Johnny Olsen's program had I not read your article in *Contest Magazine*. It was a wonderful week in early January when I received a Tappan electric range, Lewyt vacuum and wrist watch from Johnny Olsen. I had only submitted the one letter to Johnny Olsen, but since reading your column, I see you have won again, so I am going to try again too. Congratulations and best wishes for the future."

Jacqueline Miller
3540 Mozart Ave.
Cincinnati 11, Ohio

WHAT SOME PEOPLE CALL LUCK IS PLUCK

I collect anything pertaining to advertising and file it away in a special folder I have. So I would like to pass on this little tip that has helped me. The U. S. Department of Agriculture puts out a bulletin called *Popular Publications*. It lists thousands of bulletins for the farmer and homemaker from soap to soil treatment. You can send for the catalog, it is absolutely FREE. You may pick out what you want from the catalog and they will send the bulletins to you. These bulletins have given me many tips to PLUCK some wonderful prizes and I am sure they will you. Among them is a shiny willy's jeep from Post Cereal, electric range, freezer, washer and dryer, Bell & Howell movie camera and projector, television, set of sterling silver, set of Book of Knowledge, three radios and three watches and many electric (small) appliances.

I have found great happiness in contesting, made many interesting friends, and gained a great deal of knowledge. I attended my first contest convention at Miami Beach in 1956, although I had been contesting for five years. I was amazed by the wonderful people that make up Contestdom.

Meeting Mr. Shepherd and Mr. Kraatz really brought me down to earth. They are just plain Joe's, as I soon found out when I talked to them both. I have always had trouble with New York Donnelley; they just didn't like what I wrote. Meeting Mr. Kraatz on the elevator I told him about it. He told me when I got home to send some of my entries to him that I had written for New York Donnelley and he would analyze them for me. Well, he did just that and soon I had a affidavit from New York Donnelley.

Keep plucking those gems and you won't have to worry about luck any more.

Mrs. Virginia McVey
2415 E. Camilla Dr. .
Decatur, Ga.

ADDITIONAL DEFENSE

I must add a belated P.S. to Helen S. Bjork's fine letter in a recent issue of *Contest Magazine*, titled "In Defense of Dealers."

I first noticed similar acts of vandalism during the Joy contest, as I am a regular user of this product (although I've never been able to tell them WHY well enough to win a prize!) In shopping for Joy I noticed many boxes were topless.

Later on, during one of my soap-shopping tours, I noticed an empty bin, the floor of which was covered with loose detergent, and a sign above said "All boxes without coupons, 5¢." This, I believe, was Pink Dreft.

Needless to say, at this give-away price, the stock was exhausted, and so, I imagine, was the patience of the grocer who must stand the loss, due to the out-and-out thievery of grabbing contestants.

I cannot help wondering how much enjoyment anyone would get from winning a prize with a stolen qualifier!

Mrs. John Hubbard
755 N. Riley Ave.
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(This is the final issue, for the present. Be sure to get a copy before the supply is exhausted.)

A few copies of No. 19 are also available, at 50c each.

A. D. FREESE & SONS, INC.
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ConteStranger than Fiction

by Jack Hampton

In 1956, a lady in California won a "Delux" washing machine in "Blank" washing powder contest. The Delux dealer delivered the machine and sent along a man to install it. After completing the job, the service man, not knowing the machine had been won in a contest, gave the winner this bit of advice, "Now lady, I'd like to give you a bit of advice on the type of washing powder to use in this machine. Use either 'D' or 'E' brand of powder but under no circumstances, ever use 'Blank' soap or washing powder in it."

A coffee maker went to Mrs. Coffee of California as a prize in the recent Gaines contest.

Velma Holmes, 65, of Oklahoma City, won first place at the state fair for a tatted bedspread it took 1½ years to make. Mrs. Holmes is BLIND, DEAF and DUMB.

Mrs. Audrey APPEL of Wisconsin, won the annual APPLE pie baking contest. The prize ? a peck of AP-PLIES.

WINNER

George Hill, who wrote "Name to Fame," published in *Contest Magazine* May 1956, in which he mentioned the Vancouver Tugboat Naming Contest, has been notified that he is a co-winner of first prize in the contest. Twenty-nine contestants submitted the winning name, "La-Grande."

CONTEST NEWSBEAT

TELECHRON will award trips to Las Vegas, G-E stock and TV Stocks and other prizes in its Clockword Puzzle Contest. . . . **PUFFIN BISCUITS** have a contest for recipes for using the product. Also recipe should be named. Use plain sheet of paper and include your name and address and that of your grocer. A complete Puffin Biscuit foil is the qualifier. Judging based on originality, appetite appeal, speed and ease of preparation and novelty, by Chicago Donnelley. Open to residents of U. S. and Canada. Closes October 15, 1957. Address: "Fun with Puffin Party" Contest, Box 7171, Chicago 77, Ill.

ANNIE OAKLEY TV series will award Shetland ponies in a contest to be featured soon.

KORT MFG. & PKG. CO., Dept. C, Box 21331, Market Station, Los Angeles 21, Calif., offers 36 House of Wax modeling kits each month for telling why you like its 3-way bubble and whistle jet bubble soap liquid. Send a jar label with each entry.

Top winners in the **CINCINNATI POST** "True or False" Contest are: Mrs. Clifford N. Heisel, Covington, Ky., \$10,000; Mrs. Margaret McHale, Terrace Park, Ohio, Chevrolet; Mrs. Dorothy Weiss, St. Bernard, Ohio, \$1,000; Mrs. Agnes Lohmiller, Cincinnati, \$500.

MARY GARNER of Indianapolis, new president of the National Contesters Association, relays this information: "1958 convention will be held in Oklahoma City, July 30, 31, August 1, 2. We will leave hotel on Sunday, August 3, for Western Hills Lodge for houseparty if Western Hills is available at that time—if not then the selection of a place for the houseparty is being left to the Oklahoma folks."

HOW TO WIN A FORTUNE

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winner of hundreds of contest prizes, including \$25,000 for a jingle from the Colgate-Palmolive Co.

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You, too, can be a winner like the author if you will follow her suggestions.

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HOW I WON A KARO KID KAR

by RALPH UNDERHILL

ALTHOUGH I have been writing feature articles for newspapers, farm journals and trade publications many years, I did not take a serious interest in contesting until late in the autumn of 1956. Among three contests that were entered in November was the "Name the Karo Kid" contest, which ended November 30.

When the investigator visited me, January 14, 1957, I answered all questions honestly, showed copies of my entries and went with him to the local bank where my first contest affidavit was signed and notarized. He explained to me that being visited by an investigator did not necessarily mean that I would win a prize, so I did not sign the affidavit without a full knowledge of the circumstances surrounding a visit by a contest detective.

My first knowledge of winning the 1957 Ford Thunderbird came March 2, when a letter announcing that I had placed third in the "Name the Karo Kid" contest came from the Corn Products Sales Company Vice-President, J. M. Coe, of Memphis, Tenn. The next day I received a similar letter from A. N. McFarlane, Vice-President and General Sales Manager of the New York office.

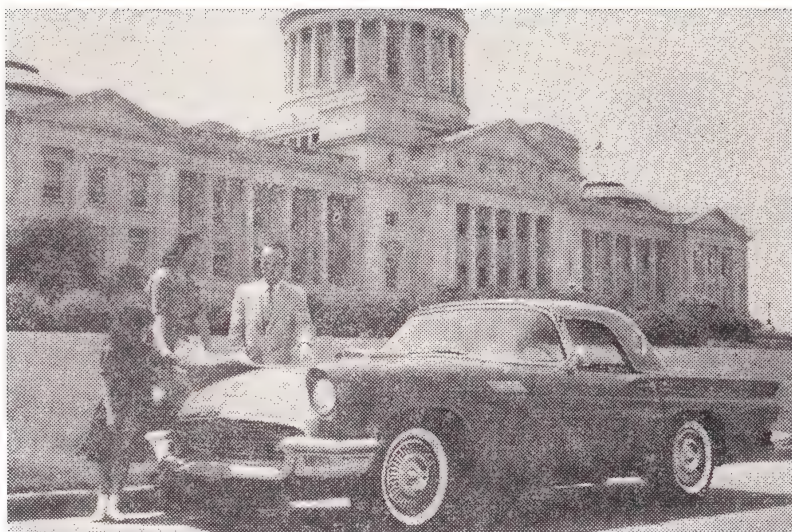
The winning entry was restricted by my affidavit, so I cannot divulge this information, but I will explain the factors that I apply to coining or minting a contest name. In formulating the 10 original names which

were submitted, aptness was uppermost in my mind. Sponsors like to sell more products. In each name I tried to express a purpose being regularly performed by the Karo Kid. With this purpose I combined his traits. All advertising pictures of the Karo Kid present him as active and pleasant.

Originality was another factor that I kept constantly in mind to avoid duplication. I tried to form my names differently from any names I had ever seen. If a new name is an excellent one and is enhanced by originality, without duplication its chances of placing highly are improved.

Not only were my names apt and original, but they were euphonic. I do not give much consideration to a name that has no beauty nor pleasantness of sound. I like not only names which are apt and original but which always sound smoothly and pleasantly to the listener.

Nearly nine years ago my wife wanted a name for our baby daughter that contained part of my name—Ralph. I would not agree to anything that had a masculine sound, but we finally worked out "Ralvina," after she insisted that the little girl's name include at least "Ral." It is pronounced "Ralveena." "Vina" represents "vine" in Latin languages. This case was a concrete illustration of how satisfactory names can be planned.



With the majestic marble Arkansas State Capitol in the background, Ralph Underhill, Mrs. Underhill and their nine-year-old daughter, Ralvina, are shown with the 1957 Ford Thunderbird Ralph won in the "Name the Karo Kid" contest.
(Photo by Harold Phelps, for the Arkansas Publicity and Parks Commission.)

In forming names for a naming contest, I first prepare a list of words which most appropriately describe the product. Aptness—that quality of being appropriate to the product upon which the contest centers—is very important in the majority of contests. Not only should expressive words pertaining to the product be listed, but back of the project should be genuine enthusiasm and sincerity. No one can put his best effort into his work unless the endeavor is motivated by sincerity.

As a background for the Karo Kid contest, I had enjoyed Karo syrup as far back as I can remember. We keep this syrup in our home day after day, month after month, year after year. By actually liking the product and understanding all its uses, a contestant has the decided advantage of making sincere statements. Many contests stress real sincerity. This quality is difficult to imitate.

I kept originality in my mind con-

stantly. I do not like to put time, effort and concentrative thought into a contest and risk too many chances of duplication. Originality is very important in naming contests. It is a valuable asset to any contestant, for an original idea or word in a 25-word statement, last line of a jingle or limerick or in a title can be a decisive factor. In coining my names for the Karo Kid contest. I tried earnestly to be different. Of course, the possibility of duplication always exists, but one thing is very certain: If we send in commonly used names, duplication will bring disappointment.

I like beautiful, euphonic, musical names. While trying to make my names express appropriate thoughts about the sponsor's products and trying to make them entirely original, pleasantness of sound is one of my preferences in coining names. I like beauty in word forms and words that appeal.

Certain contests are so conducted that beauty of form is not a major requirement. One of the exceptions that I have in mind is the annual Kentucky Club Derby Day contest. In three of their four contests, the Kentucky Club Colt's "family tree" names have been tapped for a combination that won. In this type of naming contest, beauty of form and euphonic sound alone could not win. Nor would originality win without regard to the colt's ancestors.

Mrs. June Blacklock of San Francisco, Calif., won the 1957 Kentucky Club Prize Colt with the name, "Ali Hurry Bhai." The Chestnut Colt was sired by "Your Host, son of Alibhai" and "Rash Hurry" was the dam. The winning name has many excellent qualities, one of which is the denotation of speed in that the last word makes the name sound like "Ali Hurry By." Although it was arranged from parts of family tree names, the latest first prize colt name is rhythmic trying to make them entirely original and completely well-balanced.

It is my sincere belief, supported by actual experience, that everyone is talented in one particular phase more than in others. No one has all the talents. We often hear disappointed expressions about weaknesses in certain phases of contesting. That is only natural. One contestant can excel in writing 25-word statements while another person will do better in writing last lines to jingles or limericks and still others have more natural name-coining ability.

Publicity Programs for Sponsors

Although I have not been in the contesting hobby long, I made a firm resolution right at the beginning:

To show my appreciation for any prize immediately and to co-operate fully in any possible publicity program. Constructive publicity for the sponsor's product is one of the major reasons for contests, and we can help keep up the wide scope of contesting by proving our interest and appreciation in trying to assist sponsors with their publicity programs.

On March 7 I met J. M. Coe of Memphis, Tenn., who is a Corn Products Sales Company vice-president, at the Albert Pike Hotel in Little Rock, our state capital, and we were joined by A. O. Poe of Fort Smith, Ark., and W. M. Powell of Little Rock. That afternoon we appeared with a demonstration Thunderbird in the showroom of the Rebsamen Ford Agency, with a program televised over KARK-TV. An Arkansas Gazette writer and photographer covered the program for the next morning's edition of the newspaper.

The Thunderbird was delivered by the Guy Thompson Ford Agency in Beebe, my home town, April 9. Ellis W. Ramsey, editor of the *Beebe News*, made the photograph for the *News*. Thus the Corn Products Company prize was publicized not only in our capital city but also in the home area.

A. O. Poe of Fort Smith and Byron Bogard of Little Rock, Ark., Corn Products Company representatives, and I met at KATV station in Little Rock, April 23. We were in Betty Fowler's TV program, with the Thunderbird in the background.

The Arkansas Publicity and Parks Commission photographer, Harold Phelps, made photographs of the Thunderbird and the Underhill fam-

ily with the Arkansas State Capitol as the background, May 29. The Arkansas Publicity Department released the story of my win in the Karo contest through their regular channels.

The Corn Products Sales Company representatives arranged for their two televised programs in Little Rock. I added to their publicity efforts by giving the Ford sales representative permission for a home town program and by co-operating with the Arkansas Publicity and Parks department.

One of the most important facts to me is that I learned right at the beginning of contesting that national contests are fair. The Corn Products Company and the Reuben H. Donnelley Corporation certainly conducted the "Name the Karo Kid" contest in the most commendable manner possible. For a new contestant from a small town in a rural area of Arkansas to have won one of the major prizes in a national contest furnishes complete evidence that both the sponsors and the judges were strictly impartial.



"Jerseys have personality," wrote Tedi Dodge, of Grayslake, Ill. Her prize? A purebred Jersey calf, donated by Mrs. A. M. Thompson of an Ann Arbor Farm.

Tedi wrote on the subject "Why I Would Like to Own a Purebred Jersey Calf." She wrote that "Jerseys

have pep, intelligence and a sense of fun.

"Farmers are going more and more to dairying, and since 1920 dairy cattle have increased over 7 million head. Why? Because during bossie's life she supplies us with milk and milk products; when she dies she provides us meat and leather. What other animal produces all three of these things?"

Tedi said she chose the Jersey because if feed consumed is measured against butterfat produced, the Jersey's lighter appetite results in more profit per dollar's worth of food than the larger breeds with their greater quantity of milk.

"Another factor seldom considered is that Jerseys live longer than any other type, producing and reproducing to advanced ages, resulting in fewer herd replacements and more calves to the cow," she continued.

This contest started as an annual event in 1956. Last year's winner was Leonard Schmitt of Libertyville, Ill.

Did you see Parke Cummings short article "Absolutely Prizeless" in the May issue of *Everywoman's*?

It's a humorous take-off on our wonderful hobby. For a new automobile polish he suggests DULZ. And for a meat tenderizer slogan. "It's TUF to beat." A bank slogan - "Third National Bank will give you a run for your money."

The Detroit NEWS had a naming contest for its two cartoon-like characters featured in all of its civic promotional campaigns. Forty nine cash awards were made. Top prize of \$150 went for "Rupert and Robespierre."

Paul Forston, an Evansville, Indiana jeweler, was notified that he had won a two-week vacation in Bermuda for selling the most hearing aids in a contest. He said it was the first he knew that there was a contest being held!

LIMERICK DO'S AND DON'TS

by FLORENCE MARSHALL STELLWAGEN

(Concluded from July issue)

ONE LIMERICK to be completed was:

Since thirty-five million have found
In a country where liquors abound
That non-drinkers feel best
The teetotalers' zest

The winning entry was "Will attest stress proves less when 'undrowned'." The alliteration is good: so is the tie-in, and the last word was not duplicated. But there are other merits to this fine last line. One of the excuses given for drinking is the stress and strain of modern life and the desire to drown sorrow via the alcoholic route. This contestant realizes the impossibility of real achievement by indulging in unhealthful practices.

Other good entries were submitted but none implied quite as much in so metrical a manner. This "runner up" cannot be read with the glib limerick lilt, although its idea is good: "Choose the shrewd from lush slush to *dry* ground." Others were:

"Placed the Face; not Skid-Rowed,
but Up-towned."

"Health and spunk *carry nations*
pride bound."

"Shows the pattern of living they've
found."

"Should teach others such living is
sound."

"Boosts morale, self-respect, all
year round."

"And clear head gives him top vant-
age ground."

Some of the above entries were disqualified because of a broken contest rule. The writers of the first four

lines of these limericks tried to make them as easily understood as possible, but the completing line: "For drink makes man weak, sick, unsound," following "the teetotalers' zest" shows that the writer of this last line was unfamiliar with either the word "teetotalers" or the word "zest" or both. The teetotaler is the last person to have a "zest for drink."

Another entry was: "Will put barley corn under the ground." The reference was obviously to Jack London's well-known book, but to the words "barley corn" should have been added "John," and the words should have been capitalized to show the analogy. "Will put *John* Barleycorn under ground" would have been more expressive, despite the faulty accent, which is on *Bar* rather than *corn*.

One of the best entries was disqualified because of a broken rule: "Pays real dividends, safe, sure and sound." The coined word is unusually expressive. Another good entry was not as good as the winner because like the "lush slush" entry it is harder to say, "Can run rum's ruler-SHIP hard aground." (The winner of this monthly entry was also the author of some of the runners up.

A winning entry and some of the losers can be compared for their relative value.

The Youth Temperance Council makes plain
That the drinker has nothing to gain
And the total abstainer
Is always the gainer

Winning line: "For he *notes* value's

scale, shuns the *strain*." Reason: The three musical words suggest a harmony of thought and the harmony of life experienced by the teetotaler as opposed to the drinker who, even though he never *seems* to be suffering *serious* harm is placing a *strain* upon his body. Runners up:

"For he's kind to his 'little red lane'."

"For when liquors pour miseries reign."

"For he *notes* it's real *sharp* to refrain."

"Ginmill-swill's sure to kill free will's reign." (too undignified an approach.)

"For he knows all the facts, sees the strain."

"For he knows that it pays to **refrain.**"

"For he knows what those bottles contain."

"For good lives need good balance, clear brain."

"And the latter has seen former's pain."

"For he knows SAFETY THIRST means refrain."

"For 'Let go and let God's' his refrain."

"For, on him, no bad breath to explain."

"For his system works best, less such strain."

"In budget and body and brain."

"A real asset to life— not a bane."

"The respect of his friends does not wane."

"Because he has strength to refrain."

"He's the happier one of the twain." (good tie-in as it shows the difference between the drinker and the abstainer just mentioned in the foregoing lines).

"'Cause he's wary as though 'twere cocaine" (unusual ending).

"'Cause he'll dwell on a much higher plane" (because his thoughts contrall his actions and he is physically more sound as well as mentally more stable).

"Health and budget are spared Liquor-Drain." (Excellent ending. The constant health-drain to the drinking non-drunkard is one of the Y. T. C.'s reasons for not using alcohol in any form. There is far more to teetotalism than the unwillingness to play with "fire water."

The timely warning, "Don't have your name in the Hall of Shame—abstain," is, of course, entirely too long.

"Since his 'Good Spirits' *stay*, 'stead of wane" is a fine entry but there was no necessity for 'stead." Why not "His good spirits remain, they don't wane"?

"No temptation or taste to constrain" is excellent because of the unusual last word. We Americans who cannot bear constraints of any kind are too slow to realize the constraint that the alcohol habit places upon us. If it is formed it must be constantly watched to keep it within bounds.

"His example helps others abstain" is a good point well taken.

"If you simply *must* lean, choose a cane!" is a very subtle way of showing how dependent one may become and a challenge which might well be heeded.

"Water's free, quenches thirst, saves much pain" subtly suggests the cost of drinking, from different angles.

"'Health' and 'Wealth' un Wesc drinkers disdain" suggests the old proverb without deliberately quoting

it, but "unwise" as two accented syllables.

"Saving pennies, prestige, pride and pain" is good alliteration.

"Pitfall Path is a dangerous lane!" is also good.

"'Cause his pleasure's not poisoned with pain." (Good alliteration.)

"And his fam'ly's not under a strain." (A point worth stressing)

"Cause his drinks quench his thirst, not his brain." Good, but the author really means "mind" not "brain." All these fine distinctions are important in deciding which entry wins.

"He knows booze doesn't prove he's urbane." Since "courteous, polite, polished" is the meaning of "urbane," why not change the negative statement to the positive and say: "He knows booze makes a man less urbane," since alcohol on *men* as well as *tables* too often takes the polish off.

"Out to raise respect, not to raise Cain," would have scanned better had its author said, "He will raise our respect—not raise Cain."

"While his family's spared later pain." Why not "fear and pain"—pain at present if he drinks, fear for the future if this bad habit persists.

"Drink is no hazard if you abstain." The accent is wrong. Why not: Drink's no hazard to those who abstain"; or: "Drink's no hazard if you will abstain," if you prefer the personal angle.

The Youth Temperance Council will teach
By placing the facts within reach
And when folks are aware
Of the alcohol snare

Because few words rhyme with
"teach" and "reach," a contestant
should be spurred to original ways of
using what few words there are.

Winners:

"They'll stay arm-lengths away from the 'leech'."

"Never TASTE, never WANT's what they preach."

The following entry would have been better if the tie-in had been adequate.

"Lend its counsel your ears, we beseech."

"They'll thrust Barleycorn's bones out to bleach."

"Teachers's pest' will flunk tests posed by each" (wrong address disqualified this entry by making it come too late to be considered.)

"We must fight it with prayer, thought, and speech."

"All loose liquor laws they'll impeach" (one does not "impeach" a law but a person in authority who breaks the law.)

"They'll think ere they drink—pays to preach." ("Ere" is taboo and the Y.T.C. is not a preaching organization but a teaching group)

"And no more will they hear Skid Row screech." (Preference to the brakes screeching too late would have been better.)

"They'll shun his false fun as you preach." (To whom does "you" refer?)

"Keep chin up, give gin up, and let's preach." (Accent and tie-in are not as good as the advice given.)

The following four-liner to be completed was intended to create health-consciousness, mental and spiritual, in the contestants' minds.

We should use the health-measuring rod
Since our bodies are temples of God
And since alcohol
Is harmful to all

That is the reason why unusual word-endings like: "Don't be green,

like an old lycopod" and "Still some folks lose their heads, Ichabod" failed to win, despite their obvious originality. An evaluation of many of the better lines follows:

"Let's ADmonish our friends 'gainst the fraud." Strictly speaking, "Aud" words do not constitute a perfect rhyme for "od" words. The idea was good, especially timely in view of the current effort to thwart liquor advertising by counter advertising, education-wise.

"We should preach the straight truth . . . home, abroad." Few of us can "preach" and get results. "Teach" would have been preferable. The line ends in two accented words. "We should spread the facts widely abroad" reads more smoothly.

"Stop ere 'U' 'take a drop' CLOUD to CLOD" is not only good advice to aviators but the "take a drop" has a double significance. "Stop" however, is a very important word in a relatively unimportant place, metrically.

"Easy sales should be strictly outlawed." A thought too seldom expressed. The "awed" does not rhyme perfectly with "od."

"Let's nip binge-sprouting sins ere they pod." Unique despite the "ere."

"You'll find paths to health-blight, Bacchus trod." Unusual ending, but Bacchus is the god of wine—only one alcoholic beverage.

"One should STAY WELL away from the fraud." Fine double meaning but "aud" ending is not a perfect rhyme. The winners were:

"With resistance our SOULS must be SHOD."

"With strong 'shoes' one must keep himself shod."

"Fight John Barleycorn's go-to-seed "pod" (which has far deeper

significance than is obvious at first glance. It refers not only to the unsightly beer belly bulge, but to the fact that not only do people "go-to-seed" but such habits as the alcohol habit sow all sorts of multiplying dangers, a pod full of potential ills certain to spring up and bear fruit of a decidedly detrimental origin. There may be a shade too much accent on the first word but the challenge is needed to stir people into action. This advice is what the Youth Temperance Council is interested in.)

Some of the runners up were: "There are no tip-top tipplers trails trod!" The alliteration is good. A good example of inner rhyme is: "Let us sink all such drink in the sod." (A poured out drink is a libation, a gift to the gods. To pour such drinks in the sod would be a God-given gift, in the lives of some families.)

"For best health answer, 'No,' not 'yes-nod'." (Unusual coined word.)

"Let's interne as a health-saver squad" (disqualified — came in an envelope).

"Good riddance should merit our nod" (disqualified for the same reason).

"Let's abstain and save strength, soul and wad." One doesn't climax a line with the bank roll where the strength and soul are concerned.

"Let's give soft drinks the favoring nod" (disqualified because of explanatory note).

"To induce its disuse is not odd" (negative statement; a positive is better).

"Help 'teetotal' the peas in our pod" suggests the well-filled life not the blighted half-filled life of the alcoholic.

"And as smelly as fish I mean

cod." (I agree that the beer breath is as obnoxious to me personally as fish that has been dead too long, but this was not winning material despite its originality.

"Have the sense to judge right; don't be odd" (sent in an envelope).

"Such abuse keeps one's soul's houseshod." The accent on the last word is wrong.

"Its external use gets the nod." (Stresses the fact that alcohol has valuable uses, such as rubbing the back; but the accent on external is wrong, so the line fails to scan properly).

"In the pink' after drink would be odd." (A timely thought as the Y.T.C. lays stress on the fact that the glow of health is too often dimmed by alcoholic beverages, even though drunkenness may not ensue.

A thorough analysis of the following winners will disclose wherein their winning qualities deserve prizes, each being prize-worthy in its own way.

That drinking and taking a cold
Are similar, I have been told
Since both bring bad breath
And "efficiency death"
While the remedies rob you of gold.

Good tie-in between a disease and the remedies, smooth rhythm, easily flowing line, good alliteration.

A teen-ager, using her brain,
Said, "Liquor ads give me a pain:
For 'men of distinction'
To court mind-extinction
Means eSPOUSing a 'tight' brawl and chain."

Spouse, the logical sequence of "court," is good. It suggests the usual ball and chain but brawl is an especially good word to use when describing the effects of liquor.

That fighting men shouldn't drink beer
Is growing increasingly clear;
It isn't just whisky

And wine that are risky,
So're ORDERS from some "GROG-A-DIER."

The coined word is an expressive one and the implication of lives lost because of a foggy-minded officer is very timely and appropriate.

A good way to preserve a **dead** brain
Is in alcohol, I must explain:
But, while it's alive
The brain will best thrive
Where nothing still-born is germane.

Unusual rhymed word, unduplicated in contest, and the pun on still born and its contrast with olive is well thought out.

Whenever a man takes a drink
It lessens his power to think;
So since alcohol
Is harmful to all
Why strain the health chain with this link?

Good inner rhyme and unduplicated ending.

Said thoughtless young Simon McGee
"The liquor I drink won't hurt me,
But Simon's new car
Didn't get very far,
Going **liquor-ty split** it, you see.

Paraphrase of the expression "lickety split" expressing speed and ruined car.

End of lim'rick, car, Si and sad spree.

The final limerick of the series, it seems, ended everything and everybody, and was all-inclusive.

SOME OTHER TIME

Some people will return a cup
And stay and stay and stay to sup—
I wish to goodness they'd go away
And come sometime past Deadline
day!

—Bess Kilworth



Olive Kopka with her husband, Elmer (right); son, Robert, 16; and daughter, Mary Sue, 11. (Photo by Gosman's Studio)

A "CORN" WIN

by OLIVE KOPKA

I WENT to NCA convention ready to "grunt" or "squeal" 'about my first big win, but wasn't quite prepared to find so few people there who knew what a corn-picker was!

After the first day, I carried a picture of the monster (it weighs approximately 3550 lbs.) with me, along with my husband's award — which bears a picture of the research pig—a third place seal—and the inscription, "Be it known that Mr. Elmer Kopka is a "Master Pig Namer" having qualified in the 1957 Cargill Hybrids Name the Research Pig Contest, awarded this first day of July, Nineteen Hundred and Fifty Seven."

I might say the above was written two days before we heard we had won one of the top six prizes; and days before we found we were third prize winners, our picker was lying in a dealer's lot in Rensselaer, Ind.

One certainly can't complain about the speed in which our prize was shipped out—freight prepaid!

But to tell you about the contest—I read the announcement in one of the bulletins, and had the contest been one to tell 'em about the corn, that would have been "duck soup" for we have raised Cargill corn before on our farm. We were familiar with the product and in this case *knew* a man who sold the seed corn (Mr. Clarence Molter of Goodland, living two miles from us), and had the precious entry blanks.

So often entry blanks are hard to get, but not so in this contest, for one was *gladly* given out with each bushel of seed corn sold by the Cargill representative.

Being a *busy* person, as well as a very *lazy* one, name contests appeal to me. I was a carving set winner in

the Wayne Feed Contest of a year ago, and I had learned the hard way why "Liabul Wayne" couldn't compare with "Stowayne."

Needless to say, chastened by defeat, I gave this pig-naming some real thought. I asked my Purdue-trained farmer husband for suggestions and he came forth with the idea that really won, although the name was the result of a switch from negative to positive; a combination of two words in one with a change in spelling to avoid duplication. I held hopes for an alliterated two-worder which I sent in my name and one that tied in the product, until after he had won. Then in careful rereading of the rules, I learned my biggest contest lesson. This was a "Name the Research Pig" contest, and in view of this, the entry in his name "filled the bill."

The contest closed May 25 and the entry blank said, "Winners will be notified by July 1, 1957." As the top prize was a 21-day "Dream Vacation in Europe," we and the Molters whenever we chanced to meet asked if the suitcases were packed. July first, however, came and went without a thought on my part of the Cargill winning announcement!

I had often dreamed of "investigations" as I had heard others describe theirs. It was a big surprise, therefore, to see Mr. Molter drive in before eight the morning of July 3 with a man introduced as Glen Sutton, Territory Manager for Cargill Seed Company. I am afraid I asked him, "What did we win?" You see, Mr. Molter was to receive an identical prize.

Mr. Sutton explained that he didn't know but had been instructed to tell me we had won one of the top six

prizes. (On the side, I'll tell you my hubby wanted either fifth or sixth!) Sutton told us of the arranged *presentation* to be made at Holiday Inn, Monticello eight days later!

By afternoon, I was thinking coherently and gleaned a few more details from Mr. Molter. He said that all Mr. Sutton had asked was, "Do you have a grower named Kopka?" He said he had had a call late the night before from Minnesota that we were among the top six.

We celebrated July Fourth going in question marks instead of circles. How could one wait another week to find out? Two days before the presentation we heard we were among the top four.

The day before the presentation our weekly news sheet (Remington Press) published on Friday (sometimes Thursday) came out on Wednesday with the Cargill News release! We were third!

The presentation the next evening was lovely, but no longer a surprise. Thad had intended to tease the men by presenting a gaily wrapped ear of corn, which would have told them exactly NOTHING, as the third through sixth prizes all pertained to CORN — corn-husker, corn planter, and corn cribs!

Mr. John Perring, District Manager for Cargill, of Cullom, Ill., presented the awards, midst picture taking etc., with Cargill and two Minneapolis-Moline representatives present. We learned that our entry (name not revealed or restricted) was third in over 83,000 entries. We think we'll hang the presentation plaque in the parlor, for this hog will bring a better price than any we have ever sold on

(Continued on page 21)

CATCHY PHRASES

by JACQUELINE MILLER

IN THANKSGIVING for your many letters commenting on my past articles containing catchy phrases, I wish to add these to your contesting scrapbooks. These phrases are found in recent issues of *Tide Magazine* under the headings of "stoppers," "words at work," etc.

Feel a new car coming on?—Marine Midland Trust

Everlasting gems for the evanescent moment.—Black, Starr & Gorman.

The Thunderbird's long, low thoroughbred lines say "action"! And they speak the truth.—Ford

By evolution and revolution, by plan and by prayer, by guess and by golly, man's informal age is here. Its shoes are characterized by a debonaire of casual good taste.—Taylor Shoes

So easy you can snap 'em on waiting for a stop light to change!—Kon-Veen-Yunt Tire Chains

Above all, there is the gentle authority the piano holds for the child, pointing beyond distractions of the gadget age to strength and sufficiency in things of beauty.—Steinway

It's music to your taste.—Carioca Rum

Buying in Brussels? Selling in Stuttgart? — First National of Chicago

The shot that will be seen around the world.—Martin

How Peter Pan flew to Paris.—Pan American

Aladdin never had it so good.—Cunard

Do you really know how old you are?—Metropolitan Life

Meet the favorite Hill-Billy of all time.—Forte Cashmere

Don't give up the zip.—Conmar Products

Are your dollars working as hard

as you are?—Kidder Peabody

Coast to coast and back—in 486 minutes.—Boeing

A proxy in every port.—Charles of the Ritz

Why Didn't it Pop? — Gotham Hosiery

To every manufacturer who hates to shop with his wife.—Sanforized

"I felt like a criminal!"—Alemite

"Darling, not so loud!" — Handmacher-Vogel

Forecast: Rainy, but clear sailing.—Shell Oil

Now you can buy her the world with a fence around it.—Chevrolet

The mountain that blew its top.—Sinclair Oil

Every youngster has "wheels in his head" at Christmas time.—Roadmaster Bicycles

Style that spells GO! with a "gee;"—and an "oh!"—Oldsmobile

A fur on her back puts stars in her eyes and a glow in her heart.—J. Diamond

Good things like champagne should happen to all of us much more often—and they can.—Taylor

Make it a merry, terry Christmas.—Cannon Towels

The Christmas gift that became a New Year's resolution.—Seagram's

As sentimental as mistletoe and as practical as a savings account.—Lane Cedar Chest

Listen to advice from a dirty watch!—Pennzoil

How to go to college for \$29.95.—Glenhaven Suits

You don't have to die to Win.—Northwestern National Life

The mountain goat with the cashmere coat.—Forte Cashmere

How to avoid getting hurt twice by the same accident!—Travelers

Do it yourself—with a screwdriver! Smirnoff Vodka

We changed loafers into workers!—Goodyear

Why do little dogs in Chicago eat

more than big dogs in Suburbia?—
Chicago Tribune

Hold it lady . . . don't whack that
coaster.—Kennecott Copper

Helpless males, huh? — Franco
American Spaghetti

Every woman needs a second love!
—Chevrolet

Are you "all mouth" and no eyes?
—Maybelline

Underneath it all every girl loves
to wear the pants!—Warner Girdles

You'll be skewered to that ham-
mock by this novel of suspense.—
Harper

A let's-go look that's straight out
of tomorrow.—Chevrolet

So good in the cooking—so gay in
the glass. Taylor Wine

Time merely puts a finish on . . .
not an end to . . . this luggage!—Hart-
mann

Travel the broad blue high way.—
TWA

Get dream-light, tender pancakes,
easy as wishing and real as right
now. Most people get hungry just
thinking about them . . . is that you
heading for the kitchen? — Aunt
Jemima

Plush was posh.—Martex Towels

How to Statisticulate.—The Phila-
delphia Inquirer

All women are from Missouri.—
Bates Fabrics

Look—She's waring paper!—Crown
Zellerbach

Are dirty dishes making faces at
you?—Frigidaire

"I cooked tonight's dinner a month
ago."—Rich Plan

Answer to a "crying" need.—Bac-
tine Antiseptic

That old black magic paved the
way for sixty million cars.—Union
Oil Co.

They murdered him in Prague!—
Capitol Records

OK—so he has a camera.—Pola-
roid

Is there one question you're too
shy to ask your doctor? — Parke,
Davis & Co.

The naked truth about the girl
next door!—International Latex

Everybody's going coconutty.—
Baker's

What a ham I am!—Candlewood
Farms

Frantic Aunt Fanny is our friend.
—Rappaport's Toy Bazaar

Here comes tomorrow — fast! —
Aerotrains

You don't tell your age . . . why
show it?—Revlon

Don't bother with the Bread or
Thou.—California Wines

What calories are non-fattening?
—Sugar Information

How to surprise your husband
every day.—New York Times

What does Judy's joy in pots and
pans have to do with piano lessons?—
Baldwin

Judge joins mob!—Nash

Half a loaf is better than one.—
Arnold Bread

A Pentagon secret.—Lockheed

The success you love to touch.—
Ladies' Home Journal

What kind of angel are you?—
Angelique Perfume

Does your age vary with the days
of the week?—Postum

What men have learned from wom-
en.—International Silk Association

Don't leave a kiss within my cup!
—California Wines

Why is nighttime radio like taking
a bath?—ABC Network

Everyone has 20/20 hindsight.—
U. S. Trust Co.

Pop—you pooped?—Luxor Health
Club

Why did I ever promise you that?
—Republic Steel

She wears water "by the yard."—
Cast Iron Pipe

The mountain that swallowed it-
self.—Sinclair Oil

Meet Mr. Uecke, world authority
on "silence."—Capitol Records

Do U. S. businessmen work too
hard? —Mosler Safe

They bounced eggs to save your
skull! —Liberty Mutual

The boss is "taking the night off."—
Pullman

They talk of Pigeons and Glitch.—
Bell Telephone System

Your skin "dies" a little.—Pond's
Cold Cream

You hear a bigger whoosh.—Chase
& Sanborn

How to expand your business without adding a foot of space.—Armstrong

Closer than you think . . . lovelier than you dreamed!—Hawaii Visitors' Bureau

The red that turns every other red pale with shame!—Revlon's Lipstick

Crosses the sea for a wee fee.—Air Parcel Post

. . . and the most beautiful part of it is under the hood!—Sunbeam Sports Car

Europe is only 5 dinner parties away.—S. S. United States

Bag 'em. Loan 'em. Roll 'em. And hustle. Somebody east said, "Pass the potatoes!"—Santa Fe System

How to look at a leg.—Burlington Mills

Imagine 1/20th of a horse.—Redmond Motors

Arithmetic helped him beat paraplegia.—Liberty Mutual

Let's stop patching the patches. C & O Railway

Small equals big.—National Business

The fashion in faces has changed.—Lanolin Make-up

The track was fast on Rome's Appian Way.—Canadian Club

Do something wonderful for yourself.—Buick

A pretty kettle of wish!—Kroger

Skiing is wonderful in Florida.—Seaboard Railroad

If you can find a better bourbon . . . buy it!—Ancient Age

Good thing we can turn back the clock!—Hartford Insurance

Why be a silly goose again this winter?—Healthknit Underwear

She's really very shy. — Hamilton Watch

Why the old soup-and-fish . . . when it's time for Champagne?—Kolmer Marcus

The patient hadn't swallowed a horse.—Portland Cement Association

Spark Avenue special.—Mars Bar

Think you could navigate a transatlantic airliner?—City Bank

You're a dream walking. — Van Raalte

Obviously, I. Miller is a ladies' man.—Magnin

The man who founded a tick-tock town.—Watchmakers of Switzerland

Does a machine ever think like a man?—Jones & Laughlin

I'm so made I could cry! — Sanforized

No palm trees in Penn Station.—Seaboard Railroad

What do you mean . . . we're neglecting our child?—Capitol Records

"I'm the world's worst businessman."—Chase Bank

Did you know you can buy gasoline cheaper than water!—Ethyl

Executives don't carry money.—Diners' Club

Any Sus Scrofa knows what's in these bottles!—Bloomingdale's

If you've ever wanted to touch things in a museum.—Hudson's Bay Scotch

Hundreds of men at her beck and phone call.—N. Y. Telephone Co.

A piece of chalk, a marriage, a discovery.—Duff Gordon Sherry

Go to blazes.—Rugby Jacket

What kind of table are they setting over at the White House these days? —Macy's

A "Corny" Win

(Continued from page 18)

foot!

I was so happy to win a contest, where the dealer won also. Mr. Molter received the same husker as my husband. We were doubly happy as he was a neighbor, who became a Cargill representative after illness had forced him to quit farming.

Mr. Molter had another winner in Harold Hackely of Wolcott (my son's Sunday-school teacher) who won a knife set in the same contest.

Now to end this corny-tale. This monster won't fit our make of tractor and Mr. Molter has no need for his, so the two of us are in the machinery business at the present time, which verifies that my first big win was a "corny" one!

SELF STARTER

No. 2 — Horses' Names

by WILLA VICKERS

SOURCES from which horse and pony owners have derived names are of value to testers even though they may not be searching for a pony or horse naming idea. However, if you are in a naming contest, you should be aware of the many names that are legally registered and from which you should steer clear. Included in the following groupings are names of the presently well-known race horses, stock horses and harness racing horses. Naturally the list does not begin to cover all of them. Your fastest method of adding to this list will be to follow the racing charts in the local newspaper, and if you're in an area where you have access to a large metropolitan paper, you'll find a number of tracks and horse events listed. Racing horses seem to be an unusually good source of names apropos to the occasion, and a fair number of owners go in for their own brand of humor or coining. The *Thoroughbred Magazine* of California on occasion lists names of those eligible for major racing stakes and also the California Stallion registry is another listing they have that gives you many names to study in a hurry. The *Western Horseman*, published in Colorado Springs, features stock or work horses to give you another quick source of equine nomenclature.

From whichever source you pick, you'll likely find that the most common sources of naming can be used to

great advantage in creating your own names—a few of these being:

- Abbreviations
- Astronomy
- Aviation
- Cities
- Cooking
- Coined words
- Directions or orders
- Dropping letters from names or words
- Famous names—living or dead
- Foreign languages
- Famous buildings and locations
- Flowers and plants
- Geographic locations
- Holidays
- Indian—North American and India
- Machinery
- Minerals
- Mythology
- Numerals
- Other animals
- Occupations
- Other sports than racing
- Part or all of owners names
- Phrases run together
- Phonetic spelling
- Royalty
- Running ability
- Ranks in armed services
- Slang
- Story book characters
- State of well-being
- States of the Union
- Verbs

HORSES' NAMES

Abbedale Denny	Al Wilson
Ab's Girl	Au Revoir
Abe's Birthday	Ava Five
Annie March	Arapaho
Ada Adair	Ann Congo
Albert	Aiken Hanover
Agha Champ	Anno Dominini
Albuquerque	Audie
Alabama	Ambassador Dex
April Mist	Amazeme

Approved	Blue Belle	Bird of Time	Cloudy
Another Wreck	Baldy Sox	Brigadier	Candy Kisses
All Abbey	Be Careful	Bart's Rock	Cherokee
Ambolero	Boot Hill	Brood Bent	Comanche
Ardanwood	Ben Cody	Better Hoot	Coke McCue
Annuit Coeptis	Button Sloan	Butternut Bud	Cuellar
Argo Volo	Buster Bob	Bimbo Chief	Clab-win
Amigo Hal	Bob's Johnneed	Bagdad	Clabber Pat
Adam Cish Again	Blue Sage	Burnt Fingers	Chain Truckle
Adioscate	Bert	Bullarezzo	Cosmo Topper
Alibi Blue	Big John	Bena Sands	Chippewa
Against Time	Billy Boy's Boy	Baby Book	Chicero
All Man	Billy the Kid	Burst	Chicle
Alley Abbey	Bear Spot	Bezada	Chief Five
Aramela	Billy Buttons	Brother Tex	Cowboy
Armelina	Blanche's Tona	B'Haven	Crowheart
Alivar	Buddy Bill	Brisk N' Bright	Chief Joseph
Adam's Apple	Billy Silvertone	Bull Bern	Chink
Aiken Drum	Baldy	Blue Rajah	Christopher
Arouse	Boy King	Bessie Queen	Prince
Ay Say	Bobalika	Black City	Champagne
Amoret	Bart's Maid	Beagante	Mattie
Amawork	Black Easter	Baby Bright	Clyde
Amawalk	Bunny	Bold Bazooka	Chelse
Alihoney	Bella St. Mary	Bourbon Belle	Commissioner
Admiral Lea	Bob's Folly	Big Shindig	Long
All Blue	Brownie	Bet Again	Caro Tass
Anyoldtime	Bolo	Black Market	Charlotte Frost
Admiral Drake	Brown Mare	Bullroot	Colby's Goddess
Alate	Barbob	Belin	Cricket Abby
Ali Bye Bye	Bucksing	Bibesco	Captain Van
Ali's Gem	Buckskin	Black Tracery	Color Sand
Always Early	Blue Viterol	Brokers Val	Challtack
Apple Valley	Bellini Lass	Bahadur II	Cokner
Ariagain	Butternut	Bassanio	Caustin-Plenty
Amigo Mio	Bea Patches	Bernbrook	California Lad
Archaeologist	Bingle Leaf	Bernwood	Canute
Barbara Star	Bettsie Ross	Berseem	Casa Jane
Bailorina's	Bon Prince	Big Noise	Clatawa Brewer
Dunny	Black Counsel	Blue Reading	Colonel Gallon
Bill Cody	Brucita's Day	Bullet Proof	Czar Volo
Balmolic	Brit Abbe	Buffoon II	Charming Knight
Balmy L.	Buster Byrd	Bull Rampant	Chain Mail
Bartender	Beth Bazooka	Blue Dart	Clock Watcher
Bar Maid	Blue Nip	Bold Gallant	Cousin Bill
Bandido's Gordo	Best Hold	Breathing Time	Count Joe
Bandido's Gato	Brown Drake	Bullfighter	Camp Success
Balmy L. Too	Believe This	Byeabond	Chicabhai
Better Days	Bernstar	By Jiminy	Chief's Pride
Buck Dividend	Black Rico	Bullreighzac	Chief Wingay
Billy Sunday	Bomarwin	Chamoca's Sissy	Chuck's Guy
Blackburn	Buckeye	Chubby	Call Bell
Black Gold King	Bali Hoo	Calamity Jane	Calstone
Bear Paw	Bartex	Cheen King	Catalyte
Barney Blue	Baby Alice	Cat Deck	Conversion
Bob K.K.	Best Sickie	Chubby Dusty	Count Speed
Bub	Buzzsaw	Claude	Cover Up

Civic Virtue
 Chanlea
 Cill Airne
 Cliffwood
 Colossus
 Conjure
 Cornerstone
 Curragh King
 Counterbalance
 Cindy Royal
 Campaigner
 Ceruleus
 Countaway
 Cutie Puss
 Cureme Quick
 Cover Fifth
 Court Risk
 Call By
 Candler
 Cotton Crop
 Chinga-gook
 Cal-Den
 Cobbler's Bench
 Challuck
 Comets Luster
 Determine
 Divine Right
 Don Ligerio
 Don't Argue II
 Dover Rock
 Duke of Mala
 Duplicator
 Dah-He
 De Anza
 Desperation
 Defensive
 Direct Win
 Doctrine
 Dee Gee
 Dido's Gordo
 Debbie Buck
 Dolly D.
 Duchess H.
 Diamond Bob
 Dolly Rooke
 Dexter
 Drifter
 Dinky Reed
 Donna Gold
 Desert Dust
 Dorset's Foxfire
 Daaddan
 Don Skippen
 Dusky Parker
 Dividend
 Docile
 Dyez

Duckie Sykes
 Dun Princess
 Dodger
 Dixie Lee
 Double Trouble
 Don Juan
 Dickey Duce
 Ding Bob
 Diamond Cakes
 Daybreak
 Danny Boy
 Duke Frisco
 Double Me
 Doc Pepper
 Day's End
 Diana Volo
 Dinah Sea
 Dauber Chicle
 Desert Ranch
 Dusty Dick
 Dusty Sal
 Dandy Candy
 Dale Primrose
 Double
 Imprudent
 Dog Town
 Darn Safe
 Dakota Jim
 Dottie's Pick
 Delladlos
 Delsway
 Dutch Treat
 Directcy
 Dean Glow
 Dama Don
 Development
 Dos Pistollos
 Duckhunter
 Daring Moment
 Duckling
 Double Decker
 Dine Out
 Does
 Double Up
 El Bandido
 Evan's King Ed-
 ward
 El Rahna's
 Kaamel
 Escoba
 Early's Doll
 Errabi
 Eads Mare
 Eventime
 Ever Delight
 Earl Rodney
 Emelita

Ensing Lad
 Express Chief
 Everylaze
 Even Better
 Enunciate
 Easter Boots
 Esalon Queen
 En Casserole
 El Free
 Fourble Joe
 Frog W.
 Flying Tom Bee
 Figa Hancock
 Floydada Kid
 Fort Sumner
 Flussy Five
 Fourth Act
 Falak Al Aflak
 Flacky Ways
 Flashy Ways
 Floyd Odlum
 Firth of Forth
 Frappe'
 Fanatic
 Faye Ellen
 First Down
 Friend Jack
 Floret
 Flying Finish
 Flanders
 Father's Alibi
 Frankie Jo
 Francis Drake
 Forthebest
 Fleet Domingo
 Fleet Roy
 Fairtheila
 Flying Warrior
 49'er
 Free Agent
 Fairbanks
 Foxy Silver
 Free Dough
 First Watch
 Fly Up
 Fari Alibhai
 Facsimile
 Firelok
 Fast Clipper
 Fabulous Vega
 Falmer
 Find Out
 Full Time
 Flying Venture
 Freeloader
 Fair Speed
 Fair Truckle

Flag Trumpeter
 Flight Tower
 Free America
 Full Stride
 Fanfare
 Farmer Nash
 Fault Free
 Flying Gunner
 Free Gratis
 Flywheel
 Fourway
 Firozepore
 Frexover
 Gallant Max
 Galloway
 General Rich
 Gold Beam
 Gold Capitol
 GrandArray
 Grantor
 Grey Lad
 Georgia Bar
 Gold Mount
 Gold Valentine
 Gumbo
 General Lee
 Golden Peavine
 Gusdusted
 Gulastra
 Go Man Go
 General Cotton
 Gariz
 Guy Leaf Sey-
 mour
 Gallant Scott
 Gentlemen Al
 Gold Castle
 Golden Race
 Gemelo
 Green Lion, The
 Go and Call
 Go Like Sixty
 Good View
 Grand Lake Volo
 Gay Cincofield
 Go Sign
 Gold Raider
 Grey Reading
 Gigantic
 Gilber
 Gahoe
 Good Start
 Gemerold
 High Spot
 Hank Sue
 Hollywood Snap-
 per

Hobo
 Hickory Bill
 Hollywood Joe
 Hiawatha Meg
 Honey Karnes
 Honey Cal
 Happy
 Hysition II
 Hard Sauce
 Honey Dodger
 Hard Question
 Hal Sign
 Hughes Mare
 High Glee
 Honest John
 High Energy
 He Won't Wait
 High Morn
 Hermanita
 Hoyle Primrose
 Hal Joy
 Hy Tom
 Highley's Lady
 Hamer
 Home Fleet
 Hark
 Hawkins Hoss
 Hudson Victory
 Heck Yes
 Hollyberry
 Heirship
 Husky 2nd
 Holly Royal
 Heller
 Harvester
 Honey Did
 Heelsaflyin
 Hi Lo's Bomb
 High Toe
 Harmony Bell
 Highwire
 Hula Boola
 Havit Your Way
 Heel Flame
 Heel Play
 Hundred Grand
 Hold it Easy
 Haffta Hussle
 He Can Go
 How U Doin
 Heelwing
 Herculis
 High Rebellion
 Hindu Star
 Hull Down
 Highbury
 Hadrian

Iron Bars
 I Thought So
 Ibn Hanrah
 Ibn Rogue
 Ishmia
 Ibn Raseyn
 Idle Time
 Impish Lynn
 Ione Snafu
 Ittlela Onda
 Irish Claim
 Irisher
 Ironstone
 Idle Arms
 Itcanrun
 Iamarelic
 Indian Hemp
 Imbros
 Irish Phil
 Jigginstown
 Jozak
 Joe Bailey
 Jole-Blan
 Joes Last
 Joe Queen
 Jane's Windy
 Jo's Misty
 Javalina
 Joaquina
 Jubilee King
 Joman
 Jay Cee Mac
 June's Boy
 Jolly Sister
 Jackpot
 Jicky
 Joyrin
 Jet Black
 Joy Stick
 King
 King Shane
 King's Pistol
 King Flit
 King Champ
 King's Man
 Kello
 Kahar
 Kotar
 Koko
 Kaynover
 Dalyum
 Kellman
 King Sax
 Kronje
 Kings Carnival
 Killocure
 Kid Robin

Kevin S.
 Kerchief
 Kar Farah
 Kitchawin
 Khalea
 Knockmealdown
 King Regent
 Louise Flip
 Lady Seat
 Little Sis
 Little Bandit
 Little Vicky
 Leo
 Little Joe
 Lone Star
 Little Miss Hob-
 good
 Little Blue
 Little Doe
 Leola Too
 Leo Tag
 Lady Blackburn
 II
 Little Raffles Joe
 Lady's Gal
 Lady K. Bars
 Leopard Cortez
 Lady's Black
 Eagle
 Little Fanny
 Little Cowboy
 Lincoln the Great
 Lura Patch
 Leatherneck
 Latin Romance
 Learosa
 Lumnar
 Lovely Site
 Lomita Sully
 Lord Marion C.
 Leterna
 Lightnin Don
 Little Folks
 Lumber Boy
 Lady Wampum
 Loverboynick
 Lady's First
 Lycos Girl
 Lim
 Lillomae
 Little Poise
 Larks Music
 Legal Beagle
 Loose Shekels
 Lil's Flash
 Laughin Louie
 Lita Snow

Lights Up
 Little Request
 Lucius
 Lako
 Lord Balladier
 Lumber Gal
 Lucy Pence
 Lean Deal
 Lord Willin'
 Misnomer
 Moolah Bux
 Mr. Hemisphere
 Mr. Lamar
 Musselshell
 Mustango
 Mad Moment
 Mafostoutis
 Marcador
 Mehmander
 Martini Girl
 Moose Trap
 Miss Nellie Dee
 Miss M. Direct
 Maybeso Joe
 Major Thunder
 Major King
 Miss Holly Jo
 Miley Dexter
 Mayflower
 Daugherty
 Majors Mae
 Miss Noopy
 Meserve's Sue
 Ann
 Major Listo
 Merrie Maid
 Mr. Scott
 Miss Sabre
 Miss Jim Dandy
 Mabel
 Mister Zan
 Mirage
 Miss Tip
 Modern Hanover
 Modish Hanover
 Mr. Kurylowka
 Maurine
 Meridan Patch
 Mario Tass
 Miss Prim Patch
 Mighty Stepper
 Model Heir
 Major Hoot
 Meadow Lands
 Maxey
 Marvelous You
 Mrs. Chief

Mighty Close	Nagual	Preacher G.	Robi Jon
Miss Matador	Nig Primrose	Poco Dia	Rajah Star
Montauk II	Nanoli	Poco Bill	Regrade
My Jezebel	Nodoremi	Poco Bay	Rook
Mr. Paul	Navy Look	Poco Robin	Rexemplory
Miss Buttonwood	Noorullah	Poco Rita	Royal Go
Minnie Jean	Nalizar	Poco Rio Rita	Riskit
Meadow Dream	Nicaray	Pipe Dream	Royal Rio
Merry Step	Norooz	Powerhouse	Reba
Mani Sweep	Old Bill	Pondair	Riffles
Monteo	Oklahoma	Ponzell	Rough Going
Mighty Patch	Old Silver	Pandarita Hill	Rattler R.
Marching Dhu	On Deck	Poncho	Rattlesnake
Mattka	Oklahoma Star	Powder Parks	Rohanna
Miss Bulldozer	Ozark Girl	Power's Nigger	Rocket Bar
My Grand Son	Our Legacy	Poco Gent	Royal Bar
Millard	Ordnance	Pale Face	Rough Creek
Miss Ilo	Orvy C.	Pretty Boy	Robin Reed
Marathon Patch	Omelia	Popeye McCue	Rocky Eagle
Meadow Dazzle	Onyx	Poco Stampede	Rebel
My Midway	Our Scotchman	Paule's Dandy	Red Nixon
Main K. Guy	Ormulu	Paulo	Royal Fleet
Mighty Tempting	Ozark Chief	Polly	Roan Lady
MacBeth	Omar Moon	Pedro	Revenue
My Reverie	On Take	Pat Lee	Rocking Chair
Maithia	Order Filled	Peggy Gray	Spot
Moby Dick	Onjon	Precocious	Roy Lincoln
Merts Regards	Ohsodry	Pat's Rack	Revere Song
Mary Darling	Pancho Supreme	Pink Coat	Roche
Miss Seb	Passado	Prince of Greine	Rondo
Matali	Patronage	Patrullero	Ronaldo
Modern World	Peace Charm	Prince Lulla-	Royal Soda
Muy Tony	Pat's Own	water	Resistance
Miss Descanso	Perambulator	Presidio	Rush Cedar
Moon Goddess	Prince Argo Jr.	Punilla	Raymond Pile
Major Fidde	Postwar Valor	Put N Pat	Ree B.
Menaggio	Phar Rong	Popular Pastime	Redwood Boy
Myfasta	Poly Walker	Princess Margie	Re Armed Robin
New Feature	Prim Beau	Pats Glory	Ripple Rock
Nevada Skipper	Prince Penney	Penny's Worth	Real Brass
Near Dark	Polly Drake	Peridon	Read the Mail
Nylon	Private Abbey	Prince Bandit	Reward Due
Nurse	Peeler	Pilot Patch	Red Fighter
Nail's Hancock	Power Chief	Quick Wink	Relatora
Neva Mae	Prim Goose	Quinine Kid	Revialla
Negreletta	Pensamiento	Quarter Moon	Royal Web
Niht	Pic Pocket Miss	Quo Vadis	Red Nellie
Nowata Star	Postscript	Queen	Rodigal
Night Street	Paracate	Quinelal	Rilma's Widower
Narajo	Parakade	Queen of India	Rocket Express
Neehigh	P.D.Q.	Quiet Gay	Randay
Norland	Particolor	Queen's Flay-	Rowdy the Great
National Valor	Punc	away	Rebel Lou
Next Penny	Paulyanna	Quick Charge	Royal Boot
Niloc	Poco Bueno	Quick Dollar	Ronlea
Noir	Pretty Buck	Rapid Goose	Real Blend
Noble Choice	Permanent	Red Ruse	Rocinante

Ringlette
 Rare Pleasure
 Redispeed
 Ruled Out
 Red Speed
 Redkindles
 Round Table
 Reighs Bull
 Repintado
 Rickey Lee
 Royal Martin
 Riskachance
 Rex Alibhai
 Somehow
 Safe Reward
 Solano
 Sports Writer
 Sturdy Defense
 Substituto
 Shine Boy
 Smeraldo
 Southarlington
 Stag Party
 Speak Up
 Spectrum
 Starless Night
 Star of the
 Forest
 Star Traveller
 Sturdy One
 Sun God III
 Super Jet
 Snap Shot
 Santa Fe Miss
 Shyllette
 Smashaway
 Sweet Tidings
 Season's Catch
 Stude Rite
 Specialexis
 Sunday Paper
 Suits Me
 Sassy Paula
 Squeeker
 Squeekum
 Squeeky
 Snap's Snuffy
 San Antonio
 Screwdriver
 Sun Mitch
 Star Deck
 Snooky
 Spotted Fever
 Sissy del Rio
 Skipper W.
 Skipity Scoot
 She'll Do

Sage Scooter
 Skipity Skip
 Showdown
 Skeeter
 Sky Ranger
 Slim Smith
 Sketter Steele
 Small Town Dude
 Steel Bars
 Salty Buttons
 Spot
 Star Tona
 Snow Prince
 Allen
 Showronck
 Sure Now
 Seco Jimmie
 Silver Wimpy
 Sabre's Taffie
 Sabre
 Starduster
 Sport
 Spooks
 Swaps
 Sabre Twist
 Sparkplug Kay
 Semotan's Pal
 Starway
 Shawk
 Short Stuff
 Scotch Dell
 Sienna Tass
 Sandy McGregor
 Senator Logen
 Salma
 Shamrock Miss
 Stake House
 Smokey's Toy
 Scarlet Wave
 Spring Boy
 Sickles Honey
 Specialty
 Steve Tell
 Solano
 Sea Horn
 Sun Jewell
 Sundisc
 Smooth Wave
 Summer Story
 Steady Compan
 Starine
 Spy Bark
 Sir Panell
 Sullivan Jr.
 She's Quick
 Silk Byrd
 Still Better

Swan Bay
 Scotchlite
 Sea Eagle
 Swift Arrow
 Shanraven
 Senator Comet
 Stabilizer
 Scottish Princess
 Speculative
 Sharp Share
 Seltzer
 Spring Count
 Shuffelu
 Scotch Mercury
 Skyled
 Silverado
 Shareholder
 Strong Sue
 Spanish Sherry
 Swissie
 Spending Spree
 Salutation
 Shaky Rush
 Setogo
 Starcove
 Sweet as Pie
 Town Crier
 Tiny Squeek
 Tender Bar
 Three Bars
 Traveler
 Twilight
 Tipperary
 Tiny Teddy
 Targold
 Tommy Clegg
 Tona La Negra
 Tiger Lily
 Triangle Lady
 Tiny
 Tender Sue
 Tallywood
 Talley Man
 Trigger
 Texas Tom
 Toma Sue
 Trinity
 Tappinalong
 Turftan
 Two Lemon
 Texas Ranger
 Taylor Ridge
 Tonyivette
 Trick Royalty
 Turkson
 Toro-San

(Continued on page 67)

Truckla
 The Gobbler
 Topple
 Timely Request
 Tag Me
 Tors San
 Toy Fox
 Tee Nan
 Tibernian
 Tiff
 Trace Read
 Trial Judge
 Terri Miss
 Truck
 True Poise
 Touch
 Tryancatch Me
 The Pie King
 Thirteen of
 Diamonds
 Trackmaster
 Top's Boy
 Thoughtful Boy
 Turk's Delight
 Tar Flat
 The Hiru
 Torello
 Trailer
 U Knighted Way
 Upangone
 Vel Vet
 Valentine
 V's Maria Elena
 Vandy Reed
 oleen Tass
 Voleen Tass
 Victory Lynn
 Valentine, Jr.
 Very Near
 Vita Boy
 Val's Gal
 Ventosa
 Victory Parade
 Victorious Scot
 Vodka
 Victory Pride
 Voyaging
 Valquest
 Victory Tower
 Visitadores
 War Baron
 Watchimtick
 West Winds
 Whatahoss
 Wing Gunner
 Watt's Niki

TITLE TWISTING

PILGRIM'S PROGRESS! This lilt-ing, alliterative title caught my eye on top of an ad for the Cunard Line in the *Philadelphia Inquirer* of June 17, 1957. I doubted that it would discuss John Bunyan's great English allegory, "The Pilgrim's Progress," so I read on to see what meaningful twist the copywriter's thoughts had taken.

Sure enough, he was trailing in the wake of the Mayflower II which was then making headlines. The replica of the Pilgrims' vessel had arrived at Plymouth the previous week after a 53-day crossing of the Atlantic. This timely topic inspired a salute to the Mayflower and two more word pilgrimages in the advertising copy: "With three Cunard transatlantic sailings each way each week, we like to think that we too are contributing to the pilgrim's progress that began 337 years ago with that first Plymouth landfall," and "To become a Cunard pilgrim yourself, just see your travel agent."

Adapting old titles to new situations is an advertising copy trick that rings a familiar bell, arouses curiosity, and achieves a certain degree of originality.

Contest Magazine reader Lois Shaughnessy, Philadelphia, writes that "Walt Disney Cartoon Titles are excellent naming contests springboards," and illustrates her point by enclosing a page from *TV Guide* where she found these examples of

title twisting: "Yankee Doodle Daffy" . . . "Double-cross Country Race" . . . "A Tale of Two Kitties" . . . "Aloha Hooey" . . . "Puppet Love" . . . "Wagon Heels" . . . "Quick on the Vigor" . . . "Walky Talky Hawky." That's a real Disneylandfall (a new word coined from *Disneyland* and *windfall*) of pun-fun with vital titles.

"I think the puns are screamingly funny," writes Dora Lea, Indianapolis, about the advertisements for Block's Department Store which she clipped and forwarded from *The Indianapolis Star*. It took us about an hour to enjoy them all and we agree that they're real "Block"busters. The store's advertising department has a sharp sense of humor. To unload all sorts of odds and ends from the various departments, their copywriters played them down with puns and ran dozens of funny paragraphs on a double-page spread under the title of BLOCK'S FOLLIES.

They used about as many twists as a pretzel factory in turning out these quips off the old Block's. These struck a responsive chord because they are song titles rewritten into new keys:

(1) BABY (DOLL) IT'S COLD OUTSIDE! You'll welcome one of these 13 surcoats with quilt and zip-out linings. (2) SUNDAY, MONDAY OR UNDIS? Slips that pass in the night, but not in broad daylight. 64 nylon slips. . . (3) IN THE GOOD

OLD SLUMBERTIME you can enjoy 151 nylon gowns and pajamas at 2.99. (4) If you've got the guitar, we've got the BLUE SUEDE SHOES! A step in the right direction is to our men's shoe dept. (5) DARLING, WE ARE GROWING GOLD . . . well, it looks like gold, and silver, too. 429 pieces of costume jewelry were 3.00 . . . now 99c.

(6) JUST A PRISONER OF GLOVE. We're at our mitts end trying to get rid of a group of women's famous name g l o v e s . . . (7) LOOKY, LOOKY, HERE COMES BOOKIE! Tales couldn't wag these dogs—a novel lot of novels that go from bed to verse. . . (8) WE WONDER WHO'S MISSING THEM NOW—Mis-named Wonder and Little Golden Books for small children. . . (9) FAREWELL TO ARMS! Boy's sleeveless imported wool sweaters, assorted pattern . . . (10) BEWEFT AND BEWOOLDERED — 150 discontinued wool rug samples. . .

(11) SOME ENCHANNELED EVENING. Halo, everybody, halo! Somebody couldn't live up to this angel, so they returned it to us. Sylvania 21" de luxe console with Halo-light (12) FOAM, SWEET FOAM! This will really let you relax. Modern lounge chair, with foam rubber cushion, done up in turquoise upholstery. (In most cases the puns are used as opening wedges and the ensuing copy drives home with straight telling and selling sales points.)

Musical expressions were in for their share of ribbing also: (13) SOCK 'N' ROLL! Girls' white triple roll bobby socks. . . (14) TEEN PAN ALLEY! We're long on short coats! 75 teens', sub-teens' motor car coats . . . (15) MIND OVER PLAT-

TER! Toonerville folly—500 all-time favorites in records, 45 and 78 rpm.

Did you notice that the fifth example above really isn't a twisted title, but a twisted-line from the lyrics of "Silver Threads Among the Gold"? That is an alternate technique, using lyric lines—either verbatim or paraphrased or parodied—instead of tune titles. We'll discuss it in a future BUELletin Board.

FROM CONTESTS TO CAREER

Contest Magazine reader Ralph Bancroft (see B.B. No. 38 in April C.M.) of Browns Mills, N. J., was interviewed by Art Milner on WKDN, Camden, during June in conjunction with the Mt. Holly Art Fair. Ralph was exhibiting his hooked rugs at the fair. He can make a 2'x4' rug in one day, while a 9'x12' rug takes him several weeks. One of his originals decorates the floor of Mr. and Mrs. Raymond Massey's living room, their pet dog supplying the motif. One of Ralph's other careers is professional modeling. He told Art Milner that he started modeling by accident, after winning a trip to Bermuda (he has won four trips to Bermuda!) in a contest for the best designs made from cigar bands. He wondered whether he could sell such designs anywhere, and it was suggested that he visit the Powers Lithograph Company. He showed the receptionist his scrapbook containing photographs of his designs, and was somewhat taken back when she didn't pay too much attention to them, but examined quite closely a photograph of him receiving a prize check. She studied him from various angles. "Yes, you photograph well," she commented. "We can use you. Just leave your name

and address and we'll call you when we have an assignment." Ralph Bancroft wondered what this was all about and was surprised to discover that he wasn't in the office of the Powers Lithograph Company — but that of the Powers Model Agency! He has portrayed a variety of roles, including doctors, lawyers and ministers. He has posed in ads for beer, liquor and tobacco, although he neither smokes nor drinks. "It is customary for models to model fur coats in summer and bathing suits in winter," Ralph explained, "so in June it wasn't at all unusual to find myself in an ad which RCA Victor will use next Christmas." We understand that Ralph has been a professional Santa Claus, too, and Art Milner commented on his "cherubic face" that makes him a natural for such a role. Art let the cat out of the bag about Ralph's age, and we agree that he really does look 30 years younger. We had him pegged that way when he visited our office recently. Other contestants who heard this interview were probably gratified to hear that the phrase, "professional contest winner," wasn't used even once. Instead, Art Milner coined a new one—"professional contest *entrant!*"

MAILERAMA

Bill Roeschel, Westville, N. J., sends along a clipping of James Schoettler's feature story, "Once a Contestant, Now an Advisor, He's Built a Million Dollar Business," from 6-14-57 Camden *Courier-Post*. It tells about Wilmer S. Shepherd, Jr. and his contest school. Coincidentally, Schoettler's write-up contains the same facts and figures as Charles Bannister's lead story in his "Round

Our Town" column in the *Philadelphia Daily News*, "These \$ Grow On Science Trees," of the very same date, 6-14-57! Bannister tells of interviewing Mr. Shepherd.

Dora Lea writes, "I worked real hard on the entries—between two and three hundred hours—and think I know quite a bit about Chevrolets now." She's referring to the recent Chevrolet contest, of course, in which she won a 1957 Bel Air Sedan plus \$500 in cash. How many hours are *you* willing to work for a prize that size?

WHAT'S IN A NAME?

Hazel Howard, Redlands, Calif., reports that KFBM in San Diego had a contest to name a record program, and it was won by the wife of a *piano tuner* who suggested TUNE HALL. Hazel also submits a "Cafeteria Cousin." "We have a WASHETERIA in Redlands," she explains, "where you do your own wash in rented machines." Regarding our "-Rama Rambblings," she asks, "How 'bout a SNYDERAMA?"

MORE RAMA RELATIVES

Mrs. B. C. Both, La Mesa, California, hits us again—an automobile agency in El Cajon headlines his want-ad with TRADE-O-RAMA, while a nearby movie house double-bills "Attack of the Crab Monsters" and "Not of This Earth" as a TERROR-AMA! A car dealer in Dixie, according to Mrs. Arley D. Finley, Hazlehurst, Ga., held a SALEARAMA. Mrs. Finley also submits an ad for Atlanta's "Greatest Air Conditioning Show" using COOLERAMA in a real headline with snow on the letters and a penguin standing by.

George H. Goldey, Canton, Texas, quotes DISNEYRAMA from a theatre marquee in Tyler. Mr. Goldey struck pay dirt with the first last line he ever wrote for the first contest he ever entered, winning a Shaeffer pen & pencil set in the Mercury contest. DISNEYRAMA also caught the eye of Mrs. Ran Holman, who's back with us again from Overton, Tex. Mrs. Holman mentions PLUMBERAMA from the April issue of *Plumbing and Heating Business*, FLOAT-O-RAMA for an inflatable mattress, Emerson's PORT-O-RAMA TV-radio-phone combo, and SPORTARAMA from the program listing of a Texas TV station.

"Hoosier Helen" spotted WHOLE-SALE-ORAMA in the *Muncie Morning Star* where a motor company advertised a specified number of cars at wholesale prices. Bill Roeschel states that the Camden (N.J.) YWCA has a sign over its door announcing a summer PLAYORAMA, referring to its indoor playground activities for girls. And from Seattle, Wash., Mrs. Lillian Texter reports a GEM-O-RAMA convention registration notation, and a GEMORAMA Vacation, both from the same issue of *Desert Magazine*. She also asks, "Has there been a QUIZZARAMA?" Thanks to everyone who has been sending these "Rama Relatives" along to me % *Contest Magazine*. Any more, anyone?

TV QUIZ SHOW

"In the past three years there has been extraordinary interest in a certain type of quiz show. Individuals of phenomenal memory or knowledge have been enabled to win very large sums of money on stage, in the studio. The *home* audience, however, has been given very little opportunity

to win some of the big money while watching TV at home." That's the familiar picture painted in the opening paragraphs of a form letter dated June 7, 1957 and sent by third class mail to a selected group of quiz winners by B & S TV Productions, Box 612, Ardsley, N. Y.

"The undersigned," their letter continues, "contemplate a new TV program which would give the *entire* home audience a chance to win time after time; not by selected or chance telephone calls—but by a simple device such as the solution to a riddle—a game of anagrams—or the solution of a puzzle shown on screens."

To aid them in planning their new TV quiz program, this production outfit inclosed a questionnaire containing 16 questions about the TV-watching habits and program preferences of potential contestants. They asked which was of the most interest—the personality of the quiz master, personality of contestant, knowledge of contestant, amount of money involved, or the suspense. And one series of questions asked whether you would enter a new TV quiz show that offered the home viewers a \$10,000 jackpot each week, and whether you would enter if there could be a maximum of 10 winners, 1,000 or 10,000 winners.

I commented that I'd prefer a comparatively easy "puzzle," plus a tie-breaking last-line, slogan or statement requiring creative writing ability. My questionnaire reached me on June 18th; B & S TV Productions requested its return by June 21st. They could have swelled their returns by extending the deadline, methinks, and by querying the people most apt to support such quiz shows most faith-

fully—the readers of contest publications and students of contest schools. DON'T OVERLOOK THE OBVIOUS

The "Miscellany" column in 6-24-57 *Time* reports that a postal employee in Buffalo, Michael P. Gorman, won a certificate of merit and a prize of \$12.50 for his suggested solution to the problem of exhaust fumes from post office trucks that bothered the mail-handlers at loading platforms. His winning idea was—you guessed it—"Turn off the motors!"

RULE-ISHNESS?

Rule 5 of Libby's "Best Buy Days" contest stated that "All entries must be postmarked on or before midnight April 30, 1957 and received not later than May 8, 1957." The ad for this contest on pages 48 and 49 of 2-19-57 *Look* merely stated: "Contest expires May 8, 1957."

The Mail Wide Uniform Co., Island Park, N. Y. circularized the mailing list of its predecessor, the White Rock Uniform Co., with a folder that included details of a uniform naming contest offering a portable TV and 19 prizes of sets of "Day of Week" panties. Entries had to be mailed before April 15, 1957. Our circular reached us in downtown Philadelphia on April 22, 1957, a week after the contest closed.

On the entry side of the blank for the Joy "Money Tree" contest, it warns you to "Read rules carefully. All entries must be postmarked before midnight, September 30, 1957." On the rules side of the same blank, it states that "Entries must be postmarked no later than midnight, September 30, 1957. . . ." Isn't "before" different from "not later than"?

Among the rules for the "Name the

Reckless Driver" contest in the 3-20-57 *San Diego Evening Tribune* was this one: "Names must be printable."

LONG LEAD

Our nomination for the contest with the longest lead clause is KGW-TV's "Win-A-House" contest closing on September 14, 1957 in Oregon and Southwestern Washington. You are to finish this sentence in 25 words or less: "I have purchased White Satin Sugar and have seen the KGW-TV Wedgewood Home and I think it is the perfect home for Western Oregon because. . . ." That's 25 words itself! Does anyone know of a longer lead clause?

SUITABLE SIMILES

The lead paragraph of the daily weather story in the 6-17-57 *Philadelphia Evening Bulletin* was, "Greater Philadelphia was about as comfortable as a blast furnace this afternoon as the mercury soared into the 90s for the sixth straight day." *As comfortable as a blast furnace* is an example of irony, which one dictionary defines as, "A manner of speech or ridicule expressing a sense contrary to its literal meaning." Similes are frequently concocted to put across an ironic idea in a graphic manner. One appeared in 4-29-57 *Advertising Ages* "Outdoor signs in this city are becoming about as popular as a nest of mice at a slumber party." And Tennessee Ernie Ford used "As useful as a milk bucket under a bull" on his 4-25-57 show over WRCV-TV. Here's a compilation of 22 non-ironic similes which may be taken just a bit more literally:

1. AUTHENTIC — *What Iowa-born Author Kentfield brings to his stories*

is a front-porch vision of small-town life, talk, fears and dreams as authentic as the creak of the rocker that serves as the observation post. (Book review of "The Angel and the Sailor" in *Time*.)

2. COOL—Cool as a spray-splashed beach. (Midwest Footwear ad for Nit-Aires Waikiki Weaves in *May Mademoiselle*.)

3. CORRECT—When Tom Jefferson said few die and none resign he was as correct as red paint on a fire engine. (Bugs Baer in the *Philadelphia Inquirer*.)

4. CRISP—The fine piano touch of Mr. Black is as crisp as the chick-chick-chick of the maracas that keep him company on this excursion into Latin music land. (Phil Sheridan's "Record Review" in the *Philadelphia Inquirer*.)

5. CRISP—Crisp as a Baltic breeze. (Ad for White Stag's Iced Poplin in *May Mademoiselle*.)

6. CUTE — The McGuires make merry on Rock Bottom. A bouncy rock 'n' roller with lyrics as cute as a baby's first smile. (Same source as simile No. 4.)

7. CUTE—The lyrics are as cute as a teen-age ponytail. (Same as No. 6.)

8. FAMILIAR—To young King Hussein the complex intrigues of Araby are as familiar as baseball statistics to a U. S. teenager. (*Time*.)

9. FEBRILE—The atmosphere is as febrile as a maniac ward on the up-beat. (Book review of Erich Maria Remarque's "The Black Obelisk" in *Time*.)

10. FRESH—Take your "swim" in a bathroom that looks as fresh and cool as watercress. (Ad for Cannon towels in *Life*.)

11. HAPPY—Shepherd has on file many letters of appreciation. One reads: "I am, as they say in Dixie, as happy as a dead pig in the sunshine . . ." Contest winner quoted by James Schoettler in Camden (N. J.) *Courier-Post* — sent in by Bill Roeschel.)

12. HOT—"The Hungarian situation was pretty hot, as hot as Hungarian pepper, and added to this pepper was Egypt. (Nikita Khrushchev, quoted in *Time*.)

13. INTRIGUING—"Shame" is the kind of tune that is as intriguing as a wink from a pretty girl. (Same as No. 7.)

14. INTRIGUING —It's a sort of chi chi square dance rhythm that's as intriguing as a perfumed letter with unfamiliar handwriting. (Same as No. 13.)

15. LOOSELY — Translator Humphries wears his scholarship as loosely as a toga. (*Time*.)

16. PALATABLE — The program was salted with witticism and was as palatable as velvet smooth ice cream. (Bob Williams' description of National Automobile Show telecast in *Philadelphia Evening Bulletin*.)

17. PINK—Pink as a spanked baby—these rubber fatigue mats in nursery patterns. (From Block's Department Store ad in *Indianapolis Star*—sent in by Dora Lea.)

18. POROUS—Let's not be wistful about it. The drama is as porous as a sieve. Maybe that's why it squirts so freely when it is roughly squeezed. (Bosley Crowther's movie review of "The Rainmaker" in the *New York Times*.)

19. QUIET—That new V8 in the '57 Chevrolet is as quiet as a contented
(Continued on page 50)

HELEN KING

says:

The National Association of Radio and Television Broadcasters, (NARTB), prepared a Code of Behavior and Acceptance for its member radio and television stations pertaining to advertising, promotion, programs, good-will, etc. The numerous broadcast companies frequently announce their membership in this huge organization by announcing on the air, or flashing on the screen, information pertaining to the "NARTB Seal of Good Broadcasting."

Each company subscribing to the NARTB Code uses it to set certain standards of good behavior, and to raise the standard of broadcasting.

There is one portion of special interest to the contester—a four point section which defines the proper place and usage of our favorite hobby. These points are:

"1. Contests should offer the opportunity to all to win on the basis of ability and skill, rather than chance.

"2. All details, including rules, eligibility requirements, opening and terminating dates should be clearly marked and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

"3. When advertising is accepted

which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

"4. All copy pertaining to any contest (except which is required by law), associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided."

Points 1, 2 and 3 are familiar to the hobbyist. Point 4, however, refers to the bone-of-contention known as commercial time. Broadcasters try to keep within a 10% of time on the air for commercial purposes, but often fall short of their ideal. The NARTB Code makes it a bit tougher for the advertiser by stressing that any reference to a contest is "commercial time" and must be so considered.

OUR DOODLE CONTEST

The contest to find a synonym for the word "doodles" has resulted in an unusually large number of entries—of almost everyone, and his proxies, had ideas pertaining to squiggly, drawdly, pencillated peregrinations. Some participants treated the subject lightly, others dug a little deeper, realized the depths to which psychoanalysts, psychiatrists go when analyzing doodles.

The author of this column, having written a book on the subject of "YOUR DOODLES," needed synonyms for use in future writings, lectures, etc. Certainly enough were received to justify a thesis for some enterprising psychology student.

The contest itself had less than 2% breaking the rules. Those who did ignore the regulations wrote letters, rather than words, sent the entries to the wrong address or mailed too late. There were 250 women to each man (if we may judge according to the names—and we know this is dubious), and there were multiple entries from many.

Judging a naming contest is the simplest of all as it resolves itself down to filing everything received alphabetically, discarding the trite, then discarding the duplicate entries. The actual judging, as such, then begins. Duplicated synonyms received pertained mostly to drawdles, scrawlings, pencillies, jottems, prizelings, and variations of these. Ooodles of noodle-notes arrived also, in addition to a variety of thinkspots.

The winners were selected according to the printed rules—originality, sincerity, aptness. A check has been mailed to each of the winners: Pat Becker, 10725 E. W. 85th Ave., Portland 19, Ore., who submitted "Moode-signs"; June Marchand, 49 Perrin Ave., Seekonk, Mass., for "Psychles"; and Mrs. Bernice Norwalk, 33 Woodcliffe Ter., Cheektowaga 15, N. Y., for "Scriptics."

Thanks to all who entered. Doodles, of course, are graphic projections of the conscious mind while the unconscious is focused elsewhere. Thus the ridiculous, the very humorous, and the entries which were original rather than apt, were far afield from the real meaning of the word.

Conventioneering

During the past few weeks it has been your columnist's pleasure to visit contest conventions held in Los

Angeles, Denver and Philadelphia. The testers were as gracious and friendly as one's own neighbors, and went to great extent to please one of their speakers. Our hobbyists (and judges) have grown during the past 20 years and have found it more fun to share than to hold.

As we write some score of testers are winding up their boxtoppy vacations in New York where Leo Scher (convention manager, Hotel Edison) has secured bits of gold for each—known locally as tickets of admission to "Price Is Right" and other programs. A Texan, scheduled to appear with Jan Murray, has the well-wishes of her fellow hobbyists. Each has taken a personal interest in the geography-category assigned, and hurls questions at the fair lady at any time. All helping, all wanting to refresh her memory.

Testers—I love 'em!

TIMELY TOPICS

A new TV game is being built around the adult psychological game, "Person-Alysis," with N.Y., Chicago and Los Angeles being considered logical cities for try-outs. . . . A KGW (Portland, Ore.) disc jockey ran a "guess-where—I run-out-of-gas" contest in connection with a new type motor-scooter, plus the cooperation of the AAA—and a truck driver's wife was adjudged the winner. . . . Cleveland's "Cash-on-the-Line" program zoomed the normal bakery sales of 3,000 per certain item to 7,250. . . . KSYD-TB, Texas, is still running a parakeet contest wherein purchasers of air-conditioners receive a bird and if the new owner can teach the parakeet to pronounce his name within 60 days on the show, a \$100 prize

is awarded.

A Fort Worth "Jigsaw Personality" contest, solved gradually via clues and removal of portion of jigsaw, brought 3,000 entries the first day of the program. . . . WOAI, San Antonio, reports more than 1500 entries received on "Guess the Temperature" contest on a certain day for a certain hour. . . . WISN, Milwaukee, is running a contest limited to married women. Object—to write on why she deserves to eat out each week. Prize? Eight free dinners at a swank restaurant.

WOAI, San Antonio, sponsored a letter-writing contest divided into three phases of geographical areas and reports receiving mail from 32 states, Canada, Mexico, Canal Zone and Cuba. . . . WETU, Ala., is asking listeners to guess at the time consumed painting the station's tower. A disc jockey is doing the entire job in his spare time. . . . "Batter Up," a new baseball quiz show, is being telecast over WITI-TV, Milwaukee, with the emcee pitching baseball questions at the contestants. . . . Joe Grant, WDA, Va., is running a "Nasty Letter" contest and awarding prizes for the meanest missives received. (Judges could enter this, copying from their own files!)

WCCO, Minneapolis, received 1732 entries in a "Radio Is Everywhere" contest, awarding ten table model radios as prizes. . . . "Club 60," NBC-TV's matinee received approximately 100,000 entries in a statement contest slanted to telling why one likes Club 60. . . . Children of Phoenix are writing letters about their mothers, with punch bowl sets as awards. . . . Lady Cynthia Asquith, 70-year-old daugh-

ter of an earl, won 64,000 shillings in a British quiz. . .

KNUZ Houston, has paid out more than \$2,000 in prize money to listeners attempting to identify the "Voice of Fortune". . . . WCAU, Philadelphia, is running a contest for best descriptions of favorite dreams. . . . Ralph Collier, WCAU, Philadelphia is promoting a "I Heard WCAU While in. . . ." event. . . . Sherman Slade, executive vice-president of an advertising agency, entered a trade contest slanted toward buying radio time. Mr. Slade's winning words: "We buy radio because of its low cost-per thousand circulation, complete market coverage, flexibility, around-the-clock audience and the simple but important fact, it sells goods." Miss Reggie Schuebel, broadcast executive, wrote a prize-winning slogan for a television station. She won over other bright advertising minds with "The SELLibrated Station of the Golden Valley."

READING H. K.'S MAIL

The readers write. And other readers advise they enjoy sharing the mail.

From N. Y.:

"Dear Miss King:

"The War of Nerves contests—one puzzle type promoted by newspapers especially, with various extensions of closing dates—rile me. A N. Y. paper advised us to 'Watch the Paper Daily. No advance notice on release date of tie-breaker will be given.' So for seven weeks I watched the paper. Then came the first tie-breaker with 3 days between, then the second set with twelve days.

"Now all of this latter timing was a few days before Christmas so mails were slow. Tie-breakers

were due at the OFFICE two days before I received my set. The paper refused to grant me an extension so I checked in with my post-office. I phoned again, was granted an extension providing I'd stop in and pick up the material.

"I had three hours to do the work for which others had three days. Now, I believe this looks as though the time element was deliberately employed to weed out tying contestants.

"Mr. Gerneroy is the culprit in the first complaint (bless his heart), and I do enjoy his type of contest, and will continue to enter, but never again will I 'up' my donation until I receive the final tie-breaker. But, I suppose I'll keep right on—the contest bug has got me.
(signed) Mrs. J. W."

From Oregon:

"Dear Miss King:

"Since my name appeared on a winning list I've received many letters from people offering to help me dispose of my funds via services, etc. (Now the fact I won 'on my own' has not discouraged them. They want to help me to win.)

"To me this is the Achilles Heel of contesting which is otherwise a fair play match of ideas plus writing skill. I feel those who buy answers are cheating themselves out of real fun and the challenge of competing their own individuality against others' work. What fun or thrill of achievement can a person get by winning a prize some stranger created? (And if one doesn't win? It must be like buying merchandise which is never delivered.)

"As for myself, I'll still mail in the results of my own stirred up grey matter, instead of the scrambles of some egghead whose phony degree came from his mastering a degree of hard earned dollars from the public.
(signed) C. B."

From N. M.:

"Dear Miss King:

"Sometime ago I was struck by the similarities in our lives—an accident starting us both off in lines other than original choice; a mutual interest in contesting, you at one end and I at the other; and 'offbeat' careers for both of us.

"Now, I'd like to encourage you, and all others who have any interest in the business side of contesting, to plan many more projects. It may be Business to all of you—but it is really doing a good deal when advertisers, agency men and judges help to brighten the life of the contest world.
(signed) C. O."

From Alaska:

"Dear H. K.:

"The nights are long and cool here; the time for reading, contesting and such plentiful. But there are not so many contests here. Thus, I wanted to thank you, and others you referred us to, about forming a little club, sharing books and reading matter, and stimulating the local group. We will get plenty of practice, and perhaps we can dream up some doozies of entries this winter—so that next winter we can enter early and often and beat the deadline!
(signed) L. M."

And here endeth the peek at the pan and fan mail.

Q. & A.

Q. "I won a watch from a Washington, D. C. originating program. Six months have passed. Still no watch."

A. Write the Better Business Bureau, Washington, D. C.

Q. "I never remember to put my return address on an envelope. Is this an error?"

A. The omission of return address

on an envelope is not a penalty unless the Rules specifically require the inclusion of the address.

Q. "A recent Libby blank confused me a bit. Rule No. 1 said to COMPLETE the entry, which allowed me to think typing or writing would be acceptable. Rule No. 2 said to WRITE the entry. Now I ask you—which?"

A. Each rule has its place and was correctly worded. Rule No. 1 gives the essence of the KIND OF ENTRY. Rule No. 2 specified WRITE. These are not contradictory.

Q. "When it is humanly impossible for someone with a large handwriting to fill in the name and address on a tiny blank, is it permissible to sign the name, then paste on a small address label?"

A. Most judging agencies would accept the address label—but the contesteer must take proper precautions to make certain the label sticks.

Q. Art Reiss advises us to **attach** labels in some way, especially if small. Do you agree?"

A. Yes. This is advice—not a rule.

Q. "Do you find that contesters at conventions absorb all the ideas given them?"

A. Hundreds of ideas, plans, hints, etc. are shared. It would be a strange hobbyist who did not absorb and profit by some.

Q. "Is it right or wrong for a contesteer to write entries, sign the names of orphans or underprivileged persons? These people might **never** win. Is this proxying?"

A. This is not proxying for the writer is turning over the entire prize to the person whose name is

entered on the blank (rather than claiming 90% in accordance with true proxy procedure). If the Rules of the contest require original work on the part of the person entering, the judging agency would be expected to enforce the regulations. Other than that—who could condemn such an act?

Q. "Is there some special way of getting one's bright children on local quiz shows?"

A. Local program directors are usually happy to hear of local luminaries, but the wise parent will recognize that just possibly he himself is prejudiced. He, therefore, will ask the teacher, the clergyman or someone who can be objective, to lend a hand in the project. Perhaps the teacher or preacher will write the letter—or will at least endorse one written by the family. **This** will give added value.

Q. "I often write the opening sentence—I like it because—without using quotation marks around the first four words. Could this disqualify me?"

A. No.

Q. "At the bottom of each entry blank or letter I write the fact I am attaching my entry. Does this disqualify me?"

A. No.

Q. "Does incorrect punctuation disqualify an entry?"

A. Incorrect punctuation does not, in itself, disqualify an entry but it may change the meaning of an entry, thus lowering its value.

Q. "I think quiz shows are the most stimulating and educational programs we hear and see. They encourage people to try to learn. How

can we, average fans, encourage the quiz shows?"

A. Contesters, long expert at writing pleasing phrases pertaining to grime, sludge, drudgery, might well rewrite these thoughts and direct them to the local newspaper radio-tv critic, to the local station broadcasting, and to the program itself. Fan mail (without a "gimme") is appreciated and tallied.

Q. "How can a law-abiding citizen live with his conscience when he signs another's name on a commercially prepared contest blank?"

A. Investigation has shown that most of the customers of the commercial ghost-writers in contesting, come from areas and homes where time and money is scarce. Many of those who buy entries feel themselves handicapped by lack of education, lack of funds.

Q. "What can I do when I cannot honestly praise the product?"

A. Contester C. H. of Louisville once sent us a batch of qualifiers to forward to a shut-in. In the accompanying letter she wrote, "I cannot conscientiously enter that food contest because my husband and I consider this most tasteless—I will **not** praise them." Contester C. H. lived up to her code, and, simultaneously made it possible for others to participate—someone who **did** like the product.

Q. "I haven't disagreed with you yet but I think you might take a firmer stand on the wrongdoers who proxy."

A. The pros and cons of proxying have been gone into off and on, but perhaps someday a complete coverage can be made.

Q. "Someplace I read an article about you in which it stated you had written an article on how to win prizes. How?"

A. What was the article? When did it appear? Where?

Q. "Do you advocate specializing in contesting?"

A. It is my humble opinion that most of us specialize naturally; the chatty type preferring letter writing; the efficient business type liking slogans; the perfectionist finding pleasure pursuit in puzzles, etc.

Q. "Which do you prefer working with—men or women?"

A. This is a contest question?

Q. "Some months ago someone studying psychology said he would analyze you via the type contests you were running, some of your replies to questions, etc. What was the result?"

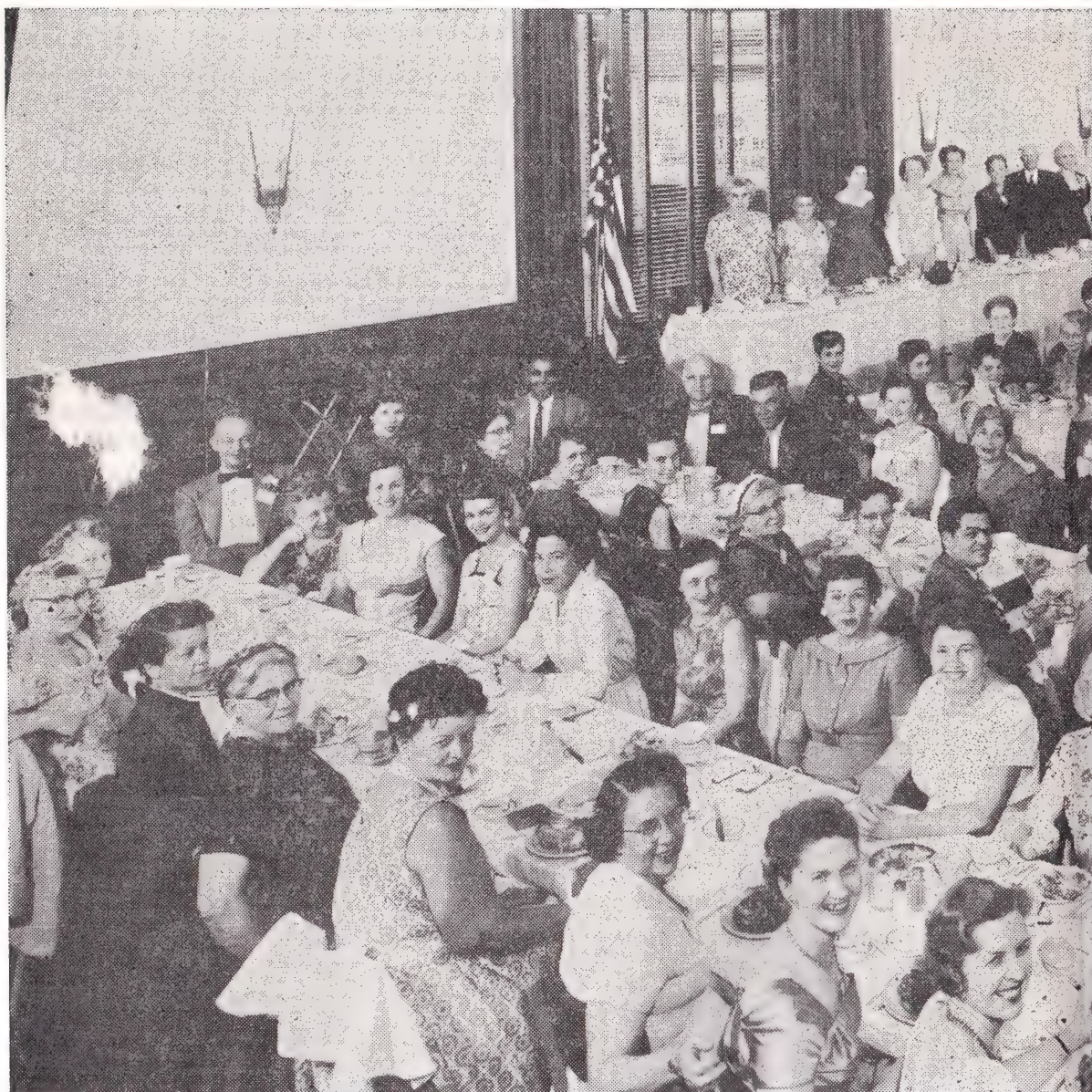
A. No report. No results.

Q. "I always had high reports in my high school papers. I had better than average reports in journalism. But I cannot get ANY report from ANYONE in contesting. To what may we attribute this?"

A. Competition is keener in the advertising world than in the school room.

Q. "Does newspaper training help one to know more about contesting?"

A. Newspaper reporting trains a person to write briefly, to highlight, and to be factual—all of which makes for fine contest training. (And if Horace Greeley is pecking down from reporter's Heaven excuse please for suggesting one divert one's reportorial training!)



Third California Contest Club Convention

by THORA EIGENMANN

THE THIRD annual Sta-winners convention was held at the Hotel Alexandria in Los Angeles the last week-end in June. It was a super convention from the Fun-N-Frolic Early Bird to the banquet. As one northern California expressed it, "It was just like a national with splendid

speeches on every subject dear to the heart of a contester." Speakers went all out with fact-packed talks and quotes of their wins to help.

More than \$1,000 worth of prizes were distributed among the 200 persons attending. Beautiful blankets were given as top prizes in the many



contests. There were all sorts of trip awards—to Big Bear and Palm Springs, and around. Contest courses as well as bulletins and subscriptions were awarded. Nita Parks donated a lovely leather bound copy of her book. One of the winners in last year's national doll contest donated four gorgeously dressed dolls. A bottle of \$22.50 perfume was awarded. Nita Parks donated a handsome set of luggage she had won and which

Nearly 200 attended the third California Contest Club Convention at the Alexandria Hotel in Los Angeles the last weekend in June. Those at the speakers' table from left to right are: Thora Eigenmann, publicity chairman; Blanche Pottle, retiring WINvincible director; Audrey Earle, treasurer; Lulu Nethaway, secretary; Margaret Parks, first vice president; Alma Bracken, new WINvincible director; Durward Bracken, second vice president; Nita Parks, president; Ernest Knoch, master of ceremonies; Alberta Knoch, contest chairman; Chris Hoanos, past NCA president, guest speaker from Utah; Helen King, Contest Magazine columnist and banquet speaker; Eleanor Irish, former president; Opal Broderson, general chairman and former vice president; Bottyo Collette, former vice president; Frances Sheldon, decorations chairman; and Donna Kellogg, prize chairman.

(Photo by Weaver Photo Service)

brought in more than \$50 toward convention expenses. I was proud to claim the \$25 check for top prize for a winning statement on why I wanted to attend the convention. A special contest was held for the dozen or so men in attendance. All received worth-while prizes. Judy Dallman was proud of her husband, Art, "who won his own prizes without help from me" that included a blanket and a lovely leather billfold. Prizes were awarded for the best posters used to decorate the walls, for ideas for decorating the banquet tables. Name it and there was a contest about it—all of the regular ones, and one on why you would like to win a contest course. Lulu Nethaway brought a picture titling contest from the Bru-winners club in Oakland. Barbara Edwards of San Diego, had a handwriting analysis contest. Hazel Schindler gave lovely handmade bags for prizes in a contest telling why you wanted one of them. The peppy Palm Springs group brought a hilarious movie with a statement contest about it. We named a new pink camelia—a new perfume and odor.

Many of the same officers will be at the helm next year. Nita Parks, Pasadena, retains the presidency. Margaret Parks, Lynwood, is first vice president; Durward Bracken, Palo Alto, second vice president; Lulu Nethaway, Oakland, secretary; Audrey Earle, Los Angeles, treasurer; and Mrs. Alma Bracken, Palo Alto, replaces Blanche Bottle, as WIN-vincible director for California.

This is the first convention I've attended where the president, vice president and guest speaker all came out with helpful new books during the year! Nita's book, *How to Win a For-*

tune, you know. Opal Broderson brought out a much needed help on unusual names of colors, hues and shades to use in your entries to enhance them, *The Color Key to More Colorful Writing*; and Helen King's new book on doodling is out!

Since the Early Bird was held on the night of the Los Angeles Club's monthly meeting, the top officers in that club were largely responsible for the success of that fun fest—Betty Halliburton and "Chuck" Skelley. Opal Broderson kept the group in hysterics with her appropriate and numerous audience-participation prizes. Asked who would like to "brush up on slant," first person to respond received a scrub brush. He who wanted "a little light" on judging received a light bulb, and the party was on.

Words of welcome from Nita Parks, president; Alberta Knoch, Saugus, who had charge of the numerous contests; Thora Eigenmann, San Diego; and Eleanor Irish, past president, San Jose, opened the convention. Helpful talks prepared by our teachers, Wilmer S. Shepherd, Jr., Charles Kraatz, and Art Reiss were read.

After telling us how important it was "to be sincere" to win, one speaker was followed by another who said "to do a little play-acting, use imagination and unusual words, and say of the product what you hoped it would do—even though you were not in a position to try it out under certain situations," to bring home top prizes. Another said that she had won with spontaneous entries, disregarding all contest aids, and with little or no revision.

"Contesting from Soap to Nut," was

an enlightening dissertation by Beth Spencer, of Santa Monica, who shared wins from her bulging scrap-book. She had won everything from a car—to a single nut! But I'm saving the gist of the speech for a later interview in my ConteSTAR series.

Lulu Nethaway spoke on "Seven Come Eleven." Frances Sheldon, Burbank, who has won at least two cars and exciting jackpots, asked "How Does Your Winning Entry Grow?" for her modest, enlightening talk.

Friday evening's talks were made up of a prize package. Opal Broderson had gathered together some of the finest winners and speakers available from the San Gabriel WINthusiasts' club that meets monthly in Pasadena and the girls really gave out with details of their many wins. Nancy Hines spoke on "Cleverness," Helen Pennypacker prepared a talk on "Originality," which was read by Betty Foster. Virginia Ebright, who won a top prize of \$5,000 shortly after becoming interested in contesting, chose "Devices" as her title. Madeline Campbell talked on "Naming," Grace Travis on "Rhythm and Rhyme," Joan Girdler on "Slant," and Betty Scudder spoke of "Sincerity in Locals." All have been especially successful in winning in the categories they discussed.

Chris Hoenes of Ogden, Utah, twice president of NCA, delighted us in telling how her statement entries made little picture stories to win for her. While attending the convention a registered package was forwarded to her that contained a beautiful strand of Tecla pearls from the Snow Crop contest.

"Many Are Sent but Few Are Chosen" was the title of Doris Fields'

talk. Rather a misnomer for the many prizes she has snagged. She's that lovely girl who sits on a "Sand Dune" out in Palm Springs and makes it pay off by mentioning it in her entries. Always one of the sharpest, she gave us the lowdown on many a win and brought down the house when she quoted her entry that is taking her husband, Wayne, and herself to Honolulu by air. For six weeks a contest was on in Southern California in which we were to tell what movie we would like to see revived and why. Doris said she would like to see the rest of "Naughty Marietta" as she had seen only the first of it when she was taken to the hospital just in time for the arrival of a new daughter and now the girl was old enough to enjoy seeing the rest of it with her. Unique? That idea wasn't duplicated! So while the rest of us were trying to think of more and more reasons why we would like to see "Little Women" and probably duplicating each other, Doris went us several better and came out with a personal entry that rated top prize for the week.

We were pleased to welcome visitors from Idaho, Utah, Massachusetts, Minnesota, Oregon and other states. Plans are already underway for next year. Dues have been raised to \$2 and the convention may be held in Long Beach.

So often many of us have longed for a chance to chat with some one particular person at a convention and there was never a chance to get close enough to say "Howdy." That was eliminated this time with a clever "tea room" effect. Little tables were set up about the room, with a num-

(Continued on page 67)

CONTESTS

NOTICE TO CONTESTANTS. Because many sponsors object to mailing out details of their contests, we urge you to go to your dealer rather than write to the sponsors for information unless the announcement specifically invites correspondence. A sponsor wants you to be acquainted with his product, and intends that the contest be entered by customers of the stores where the product is for sale. If the rules of a magazine contest require that a copy be seen to enter, obtain the copy from your news-dealer or the magazine's circulation department. Do not write for free copies. Be fair.

ALL-AMERICAN CONTEST

Open to active All-American students and subscribers. Anyone becoming a subscriber before the closing date is eligible to enter.

Prizes: \$100, \$25, \$10, 10 awards, each a 6-month subscription to Prize Ideas, and 10 prizes, each a 3-month subscription to Prize Ideas.

For titling the contest cartoon, which shows the woman of the house typing contest entries at a card table placed in the center of the kitchen. She is looking around at billows of smoke coming from the oven and a pan of something cooking on the stove. The cabinet is stacked with dirty dishes and the toaster is still plugged in. Each entry must be submitted on a government postcard, or if placed in an envelope, use a card the same size as a government postcard.

Judging based on originality, cleverness of expression, aptness to the cartoon subject.

Closes September 30, 1957, postmark.

Address: Cartoon Contest—No. 9, All-American School, 1429 Spruce St., Philadelphia 2, Pa.

ARMOUR & CO.

Open to residents of the U. S., its territories and possessions.

Prizes: grand award of 3-week all-expense-paid vacation to Mexico for

2, including wardrobe, luggage, baby sitting expenses and spending money, valued at \$4,000, plus a mink stole, or \$4,000 cash plus a mink stole; 21" RCA color TV, five mink stoles, five RCA Hi-Fi phonographs, five Necchi Sewing machines, five Globe-Ware cooking utensil sets; 50 Du-Wal electric fry pans and 50 Hansen bathroom scales, in each of ten separate weekly contests.

For naming the Matador shown on the special contest entry blank label from Armour Star Chili. Write each entry on a separate entry blank or plain piece of paper. Print your name and address. Armour & Co. reserves the right to disqualify any entry which was not personally composed by contestants or members of their immediate households. Entries written on plain paper must have one Armour Star Chili label attached.

Judging based on originality, uniqueness and aptness of thought by Chicago Donnelley.

Entries received before midnight on September 28 will be judged in the first week's contest, and remaining contests will close on successive Saturdays. Final contest closes November 30, 1957, postmarked before midnight.

Address: Armour Chili, Box 5055, Chicago 77, Ill.

BATON ROUGE LITTLE THEATER, INC.

Open to permanent residents of the United States and its possessions.

Prizes: \$100, \$50 and \$25.

For unproduced plays of comedy, drama or fantasy, full length for an entire evening's entertainment. Entry forms may be obtained from Baton Rouge Little Theater Playwriting Contest, P. O. Box 1943, Baton Rouge, La. All details concerning submission must be strictly adhered to.

Closes March 15, 1958, postmark.

Address: Mr. Lee Edwards, Chm., Baton Rouge Little Theater Playwriting Contest, P. O. 1943, Baton Rouge, La.

BOBBIE BRA & GIRDLE

Open to girls between 11 and 19 years of age, inclusive.

Prizes: 104 Dalton cashmere sweaters—first award of 8 sweaters; second, 5 sweaters; third, 3 sweaters; fourth, 2 sweaters, and 100 prizes of one sweater each.

For completing this sentence in 25 words or less, "I like 'teen-proportioned' Bobbies by Formfit because..." Use entry blank or plain paper. Print your name and address, age, waist size and sweater size. No purchase is required, but all winning entries will win a bonus of one matching Dalton Doeskin flannel skirt if accompanied by some evidence of purchase, i.e. price tag, sales slip or label from any Formfit garment.

Judging based on sincerity, originality, aptness of thought, uniqueness, by the Lloyd D. Herrold Co.

Closes September 30, 1957, postmark.

Address: Bobbie Bra and Girdle Contest, P. O. Box 717, Chicago 77, Ill.

CHILTON STATEMENT

Prizes: \$1,000, \$500, \$100, 40 awards of \$10.

For completing this statement in 25 additional words or less, "I prefer the Chilton Line because . . ." Only one entry per person. Use entry blank from Chilton Greetings Co. or HertelArt dealer, with dealer's signature on the blank certifying that you purchased at least one item from the Chilton line.

Judging based on originality, sincerity and aptness by the R. H. Donnelley Corp.

Closes December 31, 1957, postmark.

Address: Chilton Contest, P. O. Box 69A, Mount Vernon 10, N. Y.

DRESS-A-DOLL

Prizes \$2,500 in cash and 126 awards of Government E Bonds (\$1,000, \$500, 48 of \$150, 76 of \$50).

For dressing a doll from 7½ to 11½" in size. Full details and entry blanks are available from toy and

art needlework departments of variety stores with "Lingerie Lou" contest dolls. Each contestant is limited to three entries.

Closes October 1, 1957.

Address: National Doll Dressing Institute, Inc., 55 Prince St., New York 12, N. Y.

GENERAL ELECTRIC

Open to residents of continental United States.

Prizes: 250 awards of vacation expenses for travel, meals, hotel, motel, camp cabins etc., up to \$100 per prize.

For summer flash photographs. Use official entry blank which asks for your name and address, name of the place where you spent your vacation.

Inclose the top panel from a G-E Flashbulb 12-pack with every one to six photographs.

Judging based on human interest and appeal.

Closes September 15, 1957, midnight postmark.

Address: General Electric Co., P. O. Box 5601, Cleveland 1, Ohio.

GLEEM

Open to residents of continental United States, Alaska and Hawaii.

Prizes: \$15,000 in cash, first, and 25 awards, each a Plymouth V-8 Custom Suburban with push-button automatic transmission.

For checking the list of 50 items beneath the contest picture on the official entry blank. Items must be checked for appearance in the picture. Print your name and address and that of your Gleem dealer. Entries will be penalized for items checked which do not appear in the picture. In case of ties, tying contestants will be asked to complete a statement.

Inclose both end flaps from a Gleem Toothpaste carton with each entry.

Judging based on the number of items correctly identified.

Closes October 15, 1957, midnight postmark.

Address: Gleem \$100,000 Contest,

P. O. Box 44, Dept. F, Cincinnati 99, Ohio.

CROSSE & BLACKWELL

Prizes: \$2,000 grand prize; 4 grand sectional awards of \$500 each; 4 of \$100 each and 192 general awards of \$25 each.

For completing this sentence in 25 words or less, "I like Crosse & Blackwell's (Date-Nut Roll, Chocolate-Nut Roll or Fruit-Nut Roll—choose one) because . . ." Print or write on one side of paper. Include your name and address.

Inclose a label from one of the rolls with each entry.

Judging based on originality, sincerity and aptness of thought, by New York Donnelley.

Closes October 31, 1957.

Address: Crosse & Blackwell Contest, Box 24C, Mt. Vernon 10, N. Y.

HAMILTON WATCH CO.

Prizes: \$5,000 Saturnalea Pendant watch, 2 watches at \$1,500 each; 2 at \$750 each; 100 Hamilton watches at \$150 each; 500 awards, each a \$72.50 watch, and 795 \$49.50 watches.

For completing this statement in 25 additional words or less, "I would like to own the (name model) Hamilton Watch because..." Contest will be judged by Reuben H. Donnelley Corp. Entry blanks are available at stores selling Hamilton watches and must be returned to the stores. Contest will begin September 15 and closes October 31, 1957.

GRACE HOLMES

Open to Grace Holmes Club Plan Secretaries.

Prizes: Chevrolet, fur coat, fur jacket, 7 fur scarves, 100 merchandise certificates ranging from \$100 to \$10.

For telling in 25 words or less what you told your friends about the Grace Holmes catalog, values and service. Details are in the fall catalog available from Grace Holmes, Ashton, Rhode Island.

Closes December 15, 1957.

JOY

Open to residents of continental United States, including Alaska and Hawaii.

Prizes: \$15,000, \$7,000, \$3,000 and seven awards of \$1,000 each.

For completing this rhyme:

JOY is gentle, JOY is fast;
JOY makes suds that last and last.
Suds that chase the grease away
.....

Rhyme with "away." Print your last line on an entry blank or on plain paper. Include your name and address. Entry must be the work of the person submitting it.

Judging based on originality, rhyme, meter and aptness.

Inclose the code number copied from the bottom of any size Joy can.

Closes September 30, 1957, midnight postmark.

Address: "Money Tree," Dept. A, Box 24, Cincinnati 99, Ohio.

THE KELLOGG CO.

Open to anyone between the ages of 3 and 15 years inclusive, living in the U. S., Alaska, Hawaii and Puerto Rico.

Prizes: 25 Admiral portable TV sets and 200 Admiral Transistor radios in each of 3 contests.

For coloring the picture of Smaxey on the back of Kellogg's packages. No. 1 is on Kellogg's Sugar Pops; No. 2 on Kellogg's Sugar Frosted Flakes and No. 3 on Kellogg's Sugar Smacks. Print your name, address and age on the back of each entry. Only one prize will be awarded to any one contestant.

Judging based on originality, completeness, neatness, aptness of coloring and thought, by the Lloyd Herrold Co.

Closes January 15, 1958, postmark.

Address: Coloring Contest, Box 1174, Chicago 77, Ill.

THE KELLOGG CO.

Open to residents of the continental United States, Alaska and Hawaii.

Prize: \$50,000.

For the correct solution to a

"guessword" puzzle. In case of ties, those tied will be sent another puzzle to solve and will complete this sentence in 25 words or less, "I like Kellogg's cereals because..." Official entry blank is necessary. Print your name and address and that of your dealer. Entry blanks may be obtained from your grocer or from "Twister Contest," Box 111, Marion, Ohio.

Inclose two Kellogg's Corn Flakes or Rice Krispies boxtops with each entry.

Closes October 15, 1957.

Address: "Mister Twister," Box 1000, Marion, Ohio.

LADY ELLEN

Open to girls and women in the United States and Canada.

Prizes: grand award of a 2-week trip to Hollywood, a date with a movie actor, a \$500 wardrobe, a screen test; 1,000 awards of dresser sets and compacts.

For completing a letter of 50 words or less beginning with "My greatest wish is . . .," add one sentence, "I would like a date with (Bill Cord, Steve Rowland, Darren McGavin or Marshall Thompson), and filling in your name and address on the "nomination ballot" on the back of a 25¢ card of Lady Ellen Curl Clips or Klippies. See card for complete details.

Closes September 30, 1957, receiving date.

Address: Lady Ellen Princess, Los Angeles 51, Calif.

"THE LITTLE HUT"

Contest is national.

Prize: the Pacific Island named AVA-AVA, part of the Crown Colony of Fiji, plus your own little hut furnished by Don the Beachcomber, an outrigger canoe, a non-transferable lease, a set of Samsonite luggage plus free round-trip transportation for two.

For the best last line to this limerick:

On an island with nothing else but
A cocoanut tree and a hut
Two men and a dame

Played the triangle game
.....

Rhyme with "hut." Each entry must be submitted on an official blank, available at Samsonite Luggage dealers or theaters showing the movie, "The Little Hut."

Closes September 30, 1957, receiving date.

Address: Samsonite Travel Bureau, Denver 17, Colo.

NATIONAL SAFETY COUNCIL

Open to individual members of the Council, employees of companies or organizations which are members of the Council and families of such employees.

Prizes: \$100, \$50, \$25 and 30 awards of \$5 each.

For best last lines to this limerick:

"Who needs a spare tire?" scoffed McDade.
"With four good ones, I've got it made!
But Mac's now in a jam
'Cause one tire went 'bam!'"
.....

Rhyme with "made." The cartoon shows Mac discovering a flat tire on his car in the desert. The theme for this month is "Be Prepared for Emergencies."

Enter as many times as you wish, but each entry must be on a separate post card. Print or type your name and address with the name and address of your employer or company and the position you hold.

Entries must be mailed after September 1, 1957 and before midnight, September 30.

Address: Calendar Contest Editor, National Safety Council, 425 No. Michigan Ave., Chicago 11, Ill.

PAINT BY NUMERAL CO.

Open to all.

Prizes: first award of ten complete large do-it-yourself paint by number kits; second, several subscriptions to Contest Magazine.

For stating in 50 words or less why you would be interested in obtaining employment for pay in your own home, coloring simple paint-by-number pictures to be used for display purposes. Inclose 10¢ for mailing and handling.

Judging based on sincerity and neatness.

Closes November 30, 1957.

Address: Paint by Numeral Co., Sample Sales, Dept. 1, 920 Troost St., Olathe, Kansas.

PENN FISHING CO.

Prizes: 20 awards of Penn Reels.

For photos of interesting catches made in 1957 with Penn Reels. Picture must show fish, person who made catch and the Penn Reel used. Write your name and address and model of Penn Reel on back of photo.

Judging based on photographic composition, fishing interest and clarity of picture.

Closes Dec. 1, 1957, receiving date.

Address: Penn Fishing Tackle Mfg. Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

PERMANENT STAINLESS STEEL COOKWARE

Open to residents of continental United States, Hawaii, Alaska, Puerto Rico and Cuba who will have reached their 17th birthday on or before December 15, 1957.

Prize: a 2-week air trip for 2 to France. If the winner owns a set of this cookware by the closing date she'll win an additional prize of \$2,000 in cash.

For completing this sentence in 25 words or less, "I'd like to go to Paris because . . ." Fill out the coupon listed in the May issue of *Mademoiselle*, or on plain paper, which asks for your name, address, occupation, age and telephone number. Put the same information on your entry and attach the two.

Judging based on originality and aptness of thought by Donnelley.

Closes December 12, 1957.

Address: Paris, Box 17-A, Mount Vernon 10, N. Y.

PEN TAILOR CLUB

Open to anyone who can name his favorite shut-in. Shut-ins may nominate themselves or a friend.

Prizes: Spartus 120 camera and flash for the shut-in and \$4 to the

contester naming him; Hotchkiss desk stapler and supply of staples for the shut-in and \$2 to the one nominating; "A Technique for Producing Ideas" by Young for shut-in and \$1 for the one nominating; a novel, "The Queen's Cross" for shut-in. 5th, 6th and 7th awards of stationery will be added for each 10 entries above last year's total number of entries.

For best last lines to this jingle:

Are you a contest bewailer?
Get hep! Be a happy Pentailor;
We can show you the way
To help others each day
.....

Rhyme with "tailor." First 25 entries will receive a reply postal card for promptness. Winners will be announced in the Illinois newsletter in December Contest Magazine.

Judging based on sincerity, aptness, originality.

Inclose 3 dimes (taped to the entry) or 30¢ worth of stamps with each entry. Pentailor Club shut-ins or Winsiders may enter on postal cards by so stating.

Closes September 15, 1957, postmark.

Address: Miss Lola D. Zautner, 1404 Sun Court, Rockford, Ill.

POST CEREALS

Open to continental United States.

Prizes: \$25,000 plus a 2-week vacation in Key West, Fla., for winner and two guests, 50 Sylvania portable TV sets, 75 Columbia bicycles, 100 Sylvania Thunderbird portable Transistor radios; 100 KMT automatic electric trains, with track and transformer and 1000 pairs of Chicago roller skates.

For circling the 71st footprint under which the treasure is buried on the map on the official entry blank, and naming the pirate shown on the map. In case of ties, Pirate names will be judged on originality, novelty and appropriateness, by Donnelley.

Inclose one box top from any regular size package of Post Cereals or an end panel of a Post-Tens tray, or reasonable facsimile, with each entry.

Closes September 15, 1957, postmark.

Address: Post Cereals Buried Treasure, P.O. Box 5440, Chicago 77, Ill.

PUREX CORPORATION

Open to residents of continental United States and Hawaii.

Prizes: \$10,000 charge account at the department store of your choice in either New York, Chicago or Los Angeles, plus an all-expense-paid one week's vacation for your entire immediate family at one of these cities. Each member of the family will receive \$100. Second prize is \$3,500; third, \$1,500; fourth, \$1,000 charge accounts at the department or food store in your home town; and 210 prizes for every member of the family.

For completing this sentence in 25 words or less, "I like to buy my PUREX products at (store name and address) because..." Use official blank or plain paper. All entries must be the original work of the contestants sending them in.

Judging based on originality, sincerity and aptness of thought by the Reuben H. Donnelley Corp.

Inclose any two labels, boxtops, price bands, wrappers or reasonable facsimiles, from Blue Dutch Cleanser, liquid or dry Trend, Beads-O-Bleach, Purex liquid bleach, Sweet-heart Soap or Blu-White, with each entry.

Closes September 30, 1957, midnight postmark.

Address: Purex Family "Shopping Spree," P. O. Box 5166, Chicago 77, Ill.

REMINGTON ELECTRIC SHAVER

Open to any resident of the U.S. who is 16 years old by December 1, 1957.

Prizes: 505 awards of common stocks listed on the N. Y. stock exchange (\$2,000, \$5,000, three of \$2,000; 500 of \$50).

For completing this statement in 25 additional words or less, "A Remington Electric Shaver is an ideal

gift because..." Write about a man's or woman's shaver. Use entry blank from dealer. Entry blanks in Remington ads are official if signed by a salesman at a store selling Remington shavers. Prize is doubled if a Remington shaver has been purchased between Sept. 30 and Dec. 1, 1957. To be eligible for doubled prize, give warranty number of shaver and show proof of purchase.

Judging based on originality, sincerity, aptness, by Donnelley.

Closes December 1, 1957, postmark.

Address: Remington Share of America Contest, P. O. Box 57-C, Mount Vernon 10, N. Y.

SWIFT & CO.

Open to residents of the United States and the territory of Hawaii.

Prizes: 2000 Sunbeam controlled heat automatic fry pans, model FPM.

For completing this sentence in 25 words or less, "I like Swift's Premium Brown 'N Serve Sausage because..." Use an entry blank packed in Swift's Premium Brown 'N Serve Sausage or write on a plain sheet of paper. Entries must be the original work of the person submitting them.

Judging based on originality, sincerity and aptness of thought.

Closes September 14, midnight postmark.

Address: Swift's Premium Brown 'N Serve Sausage Contest, Box 5663, Chicago 77, Ill.

TWEED

Open to residents of continental United States.

Prizes: two round trips to Paris with 15 days at Hotel Claridge, plus a \$6,000 mink coat and \$500 cash; Lucien Piccard platinum-diamond wrist watch, three Caloric Youngs town gas kitchens, 10 Reeves Soundcraft tapes and Ekotape recorders, 12 Fred Astaire dancing courses, 15 Stromberg-Carlson Hi-Fi sets, 18 Morse sewing machines, 50 Viewflex projectors and 304 Volupte Carryalls and simulated pearl necklaces.

For finishing this limerick:

When a fragrance is perfectly right—
You can wear it both morning and night.
All products marked Tweed
Are just what you need

.....

Rhyme with "right" and "night." Use an entry blank or plain paper. Print your name and address on your entry. All entries must be the original work of the contestant and submitted in his or her name. On the circle provided on the entry blank, spray or sprinkle Tweed Hair Spray, Tweed Shampoo, Tweed Bouquet or Tweed Bath Powder.

Judging based on originality, uniqueness and aptness of thought by the Lloyd Herrold Co.

Closes October 31, 1957, postmarked before midnight.

Address: Tweed Contest, Box 8638, Chicago 77, Ill.

WONDER BUBBLES

Prizes: six awards of roller skates each month.

For writing one sentence, beginning "I like Wonder Bubbles because ..." Write on the back of a label or facsimile from a jar of Wonder Soap Bubbles. Include your name and address and that of the store where you purchased Wonder Bubbles. Entries received during the month will be judged for that month only.

Final contest closes December 31.

Address: Contest Editor, Chemical Sundries Co., Dept. 100, Chicago 5.

WORTHINGTON FOODS

Open to residents of the U. S.

Prizes: RCA Whirlpool electric dryer or a mink scarf or Webco tape recorder; Underwood portable typewriter or RCA-Victor Hi-Fi phonograph or Rogers sterling buffet service; RCA-Victor Transistor radio or Elgin wrist watch or Dormeyer mixer; seven awards of Schick electric shavers or picnic baskets with service for 8 or Westinghouse steam iron, in each of four contests.

For your favorite vegetarian recipe using a Worthington Foods product.

Judging based on originality, clarity, simplicity and on taste and appearance of the prepared dish.

Inclose a label from the Worthington product used in the recipe.

Closes: third (foreign and U. S. regional dishes), October 14; fourth (recipes for holidays or Seasons), December 14, 1957.

Address: Recipe Contest, Worthington Foods, Inc., Worthington, Ohio. Full details are available from Worthington Foods, Inc., Worthington, Ohio.

The Buelletin Board

(Continued from page 33)

cat and as smooth as cream. And it's cat-quick in response when you ask for action! No household tabby sitting in a sunny window ever purred more softly than Chevy's new V8 engine. It's so kitten-quiet and cream-smooth that you can scarcely even tell when it's idling. (Ad for you-know-what in Life.)

20. **RARE**—*Such women are as rare as a find as a richly-productive uranium mine. (Remark regarding the finding of a retired nurse for a baby-sitter, in the New York Times.)*

21. **SEXY** — *Sexy as a bachelor's day-dreams! (Ad in New York Times for N. Richard Nash's Broadway play, "Girls of Summer," starring Shelley Winters.)*

22. **THICK**—*Got to give credit to Tito for playing both ends against the middle like an inch worm on a yardstick. Just a year ago to this paragraph Tito and the Kremlin were thicker than sugar-cured smog. He was carrying water on both epaulets, And wearing a bird bath for a hat. (Bugs Baer in the Philadelphia Inquirer.)*

CHICAGO

Prize Waves

by Sarah Howard

RADIO SHOWS

10:00 a.m. WLS, Tello Test— Mon. thru Friday Jack Holden calls homemakers on the phone, asking a fairly difficult question. If the contestant is able to answer the question, she is awarded a jackpot of valuable prizes. If she fails, she is given a nice consolation award.

2:45 WBBM, Lucky Ladies—Jim Conway meets women in the various food stores and talks to them. He awards many lovely gifts to the woman traveling the farthest to be his guest, the oldest woman present or to the newest married lady. This is a Mon. through Fri. show.

9:15 a.m., WMAQ, Music With Chan—Chan has many contests of short duration.

TELEVISION SHOWS

Man on the Street — 5:45 p.m., Channel 9, Mon.-Fri., Jack Brickhouse interviews passers by in front of Tribune Tower. Awards gift packages of food to all he talks to.

Amateur Hour—12 noon Sunday, Channel 9. Bob Murphy is emcee. Both young and old compete for prizes, using their musical skill—singing, dancing and playing musical instruments. First prize is \$75 and a wrist watch. Two other watches and cash go to the winners of second and third place. Several cars are given every year and the first winner is eligible to compete. Votes are determined by viewers who submit votes, either by phone or post card.

\$25,000 Cash Prize — 10:30 p.m. Sat., Channel 5. Station WNBQ-TV along with the Conservation Club of Ill. is awarding \$25,000 in cash to the lucky fisherman who catches certain fish. Several hundred of fish were tagged with various amounts and thrown into Fox Lake and sev-

eral smaller lakes close by. The first prize catch is a fish worth \$10,000. Others have tags valued at from \$500 to \$10. Tags may be redeemed at WMAQ.

Totem Pole—4:30 p.m., Mon.-Fri. Channel 11. This is a show for small children. Joe Kelly is the emcee. At the present time Uncle Joe as he is known to the kiddies is awarding several small gifts daily for the best joke sent in. The best joke of the week is given a \$10 savings bond.

Noontime Adventure — 12 noon, Mon.-Fri. Channel 5. This is a show for small children. Johnny Coons is emcee and awards many small prizes to the studio audience, also to home viewers.

Shopping With Miss Lee — 12:15 p.m. Mon.-Fri. Miss Lee awards a lovely hat every day for the household hint on the subject she suggests, which is selected as the best by the judges. Subject changes often. Quite often Miss Lee has another contest giving a day of shopping with Lee to the lucky winner. This contestant is given a complete wardrobe, and allowed to shop with Miss Lee for same.

NATIONAL TELEVISION SHOWS

Arlene Francis—9 a.m. Channel 5, Mon. thru Fri. Miss Francis has a word game titled. "Cross My Heart." The studio audience and home viewers may compete.

It Could Be You—11:30 a.m. Mon.-Fri. To Be eligible as a home tester, send a letter with your picture (which cannot be returned). Must have a TV set so you can view the screen and talk on the phone at the same time. Address "It Could Be you," NBC, Los Angeles, Calif.

The Price Is Right—10 a.m., Mon. Fri. Bill Cullen is emcee and the show is run on an auction basis. Contestants are picked from the audience and allowed to bid on expensive articles. The one having the highest bid, not going over the price of the article receives it free. Need no cash. The one having the most

assets at the end of the show is invited to participate in the next show. Home testers are given a chance to bid on an expensive show case every week. Every Mon. a new show case is shown. Viewers are given until the following Thurs. to submit their bid. It must be on a plain post card. The following Fri. the winner of that show case is announced. Foreign make cars and summer cottages along with mink coats have been awarded winners.

Strike It Rich—10:30 a.m., Mon.-Fri. Channel 2. Warren Hull is emcee and every day some worthy family or person is helped.

The Big Pay Off—2 p.m. Mon.-Fri. To appear on this show, a man must write a letter telling why he would like to win the Big Pay off for the woman of his choice. This woman may be his mother, wife, sister or some neighbor. If he is able to answer all the questions asked he will be given a mink coat and a ticket to Europe for two, along with many lovely gifts of woman's wearing apparel.

Dollar A Second—Sat. 8:30 p.m., Channel 5. Contestants are dressed in unique costumes. At the beginning of the show, contestant draws a card that determines what the outside event will be and how long he may stay on the show. The number on this card is kept a secret from him. If the time of the outside event transpires while contestant is still on the stage all his money is wiped out.

It's A Hit—Sat. 10:30 a.m. Channel 2. Quiz show for children. Happy Felton is the umpire in Chief of the quiz, setup like a baseball game. Address "It's A Hit," CBS, New York, N. Y.

Bride and Groom—1:30 p.m. Mon.-Fri. Channel 5. Anyone contemplating marriage, who has had a romantic story behind their romance or their life would do well to watch this show to get full information, as they might be picked as a contestant and given hundreds of dollars worth of nice gifts.

Look and Listen, **NEW YORK**

by Elisabeth Rehm

6 a.m., Monday thru Friday, WRCA, "Pulse." Listen for clues that lead you to the hiding place of some cash.

7:10 a.m., Monday thru Friday, WCBS, "Jack Sterling." At about this time he reads one joke and gives 2 half dollars for it. Address: Jack Sterling, WCBS, 485 Madison Ave., New York 22.

8:15 a.m., Sunday, WCBS, "Man Around the House." He gives a book on home repairs, plus a small merchandise prize for a hint on home repairs. Address: Man Around the House, WCBS, 485 Madison Ave., New York 22.

8:30 a.m., Sunday, WCBS, "The Garden Gate." A short, original garden verse may bring you a set of prizes, gardening gloves, a book on gardening and either a plant or a supply of seeds. The same set of prizes is awarded to the writer of a letter on nomination and to the nominee. You write a letter nominating a friend or neighbor to the order of the green thumb. Address: The Garden Gate, Nashville 3, Tenn.

10:30 a.m., Monday thru Friday, Channel 4, "Treasure Hunt."

11 a.m., Monday thru Friday, Channel 4, "The Price Is Right."

11:30 a.m., Sunday, Channel 4, "Ask the Camera." Cards only. Ask any question on any subject that can be answered by the showing of a film. Examples used: How many breeds of cats are there? What is the diaper derby? At the bottom of your card at the left side you may mark down which of the prizes offered you would prefer to receive. Of course the prizes change, but the ones that seem to stay on are a \$50 bond and a set of silverware. Address: Ask the Camera, Box 4, Radio City Station, New York 19.

12 m., Monday thru Friday, Chan-

nel 4, "Tic Tac Dough."

12 m., Tuesday, WMGM, "Living Should Be Fun." Put it in the form of true or false, and ask any question on health and diet, but listen to the show so you can slant your questions to his liking. He calls his feature "Superstition or Fact." You compete against the studio contestant for small merchandise prizes and sometimes a \$25 bond. A book is the consolation prize. Address: Carlton Fredricks, WMGM, New York 22.

1:10 p.m., Monday through Friday, Channel 2, "Stand Up and Be Counted." Watch to get the problem presented and then send in your solution. One big merchandise prize each month for the best letter offering a solution to any one of the problems presented.

3 p.m., Monday through Friday, Channel 2, "The Big Pay Off." Men are invited to write a short letter telling why they want to win the Big Pay Off for someone, either their wives, girls, daughters, or mothers-in-law.

3 p.m., Monday through Friday, Channel 9, "Ted Steele Show." Wherever possible, he likes postcards, but letters are accepted. He reads one or two poems a day, not original, but most of them are philosophical; small merchandise prize, usually a blouse. Reads one riddle to Tom and if Tom misses it, then you get a small merchandise prize. Several times a week they use a problem or discussion question and give a small merchandise prize. Right now there is also the Producer Contest in which you make suggestions for changes in the program. No idea is given of how long this will continue. Here the prizes are larger with a trip at the top.

6 p.m., Sunday, Channel 2, "The Last Word." Submit any questions on words, their meaning, origin, or usage. They like a setting for their questions, so explain how your curiosity came about. An encyclopedia is given if the entry is used. A panel discusses the question you submit. Address: The Last Word,

Box 1838, Grand Central Station, New York 17.

6:30 p.m., Friday, Channel 13. They show a lengthy movie, but take a little look and see whether the Fischer Baking contest is still going on. It is weekly and they give bikes.

7 p.m., Sunday, WCBS, "Sez Who." On cards submit the names of famous people of which there may be a recording. A panel tries to identify the recorded voice and cash prizes are given, from \$5 and up to \$35. Address: Sez Who, CBS-radio, 485 Madison Ave., New York 22.

7:30 p.m., Tuesday, Channel 2, "Name That Tune." During the summer they play bits of shows of the past. When they put on new shows again in the fall, they may change their rules somewhat, so watch before entering. Also, if they get a new sponsor they may change their address.

8:30 p.m., Saturday, Channel 2, "Two for the Money." Now, they are asking you to write in and tell about yourself if you are interested in appearing on the show and you must inclose a photo which you do not want returned. Watch the show before applying.

9 p.m., Monday, Channel 4, Twenty-One."

9 p.m., Tuesday, Channel 2, "To Tell the Truth." There, too, you can apply to appear on the show, but do watch before applying. However, for those in the studio watching the show there is a little contest with cash prizes. They do not say on the air what it is, because it is not for the home viewers. You can get tickets by writing to CBS Ticket Division, 485 Madison Ave., New York 22, N. Y. To take part in the game in the studio you do not appear on the screen.

9:30 p.m., Thursday, Channel 4, "High Low."

10 p.m., Tuesday, Channel 2, "The \$64,000 Question." Write a lengthy letter about yourself and inclose a photo not to be returned. You must know one subject more than just thoroughly as they ask very difficult questions. Address: The \$64,000

Question, CBS-TV, 485 Madison Ave., New York 22.

10 p.m., Sunday, Channel 2, "The \$64,000 Challenge." Same rules apply to this show as to the above. The difference is that here you are challenging someone who has been a winner on the above show. Address: The \$64,000 Challenge, CBS-TV, 485 Madison Ave., New York 22.

TIPS

On TV, Sundays at 1:15, Channel 4 is "Passport." You have to watch the show as they show you pictures for you to identify and then tell what you would like to see on the show. I did not list this show above because when it was on radio it floated from one spot to another so often that it was hard to keep track of.

Carlton Fredricks, starting September 16, will be on daily with Ted Steele which may mean more contests on that show. "Leave It To the Girls" is not coming back, according to reports. "Pantomime Quiz" is off now, but will probably pop up again. "Home" is off the air.

It pays to listen in **LOS ANGELES**

by Cathleen Canon

RADIO

MONDAY TO FRIDAY

Hank Simms, KABC, Hollywood 28, Calif. Local. 790 k.c. Cards or letters asking solution of your problem. Most are the Pet Peeve type but a more serious problem may be used. Give name, address and telephone number as he calls you. Uses six daily. Prizes jackpot of commercial products. Also asks for letter of 50 words or less solving any of the problems of the week. Best letter wins watch and weekend trip. The sender of the solved problem re-

ceives an additional prize of lady's bag.

Knowledge College, KFVB, Hollywood 28, Calif. Local. 9:30 a.m. 980 k.c. Call in to answer questions asked on program. Merchandise prizes.

Quick, What's the Answer, KHJ, Hollywood 28. Monday through Friday. Local. 930 k.c. 3:05 p.m. Write a statement of 50 words or less about one of the products mentioned on the program. Postmark midnight, Saturday, each week. Include your name, address and telephone number. If called you must answer a question. Prizes, watches, radios, hose, lingerie and other commercial products. Mail to 1313 Vine, Hollywood.

Clyde Cadwell, KPOP, Los Angeles. Local. 10:30 a.m. 1020 k.c. Small merchandise prizes for rhymes and tello-requests for records. Send card with name, address and phone. They call you. Prizes at present, coffee and cartons of cigarettes.

Matinee, KNX, Hollywood 28. Local. 3:15 p.m. 1070 k.c. The program lasts until 4:50 and is rewarding if you have time to listen. At this time they have three contests running each with nice commercial prizes but it is best to listen as the subjects change without notice sometimes.

Lynn Looks at Hollywood, KHJ, Hollywood 28. Local. 3:30 p.m. 930 k.c. Clues given to motion picture player. Listeners identify personality and tell why player deserves to be a star. Weekly prizes now compact and cosmetics so give coloring of skin, eyes and hair. Other prizes, cologne, lipstick and album of records.

Harry Babbitt, KNX, Hollywood 28, Calif. Local. 7:45 a.m. 1070 k.c. Sends a record to anyone anywhere of a song you request and the reason you want it. Commercial prizes. Also uses some three line jingles. The end words must rhyme and there may be either six or seven beats to each line. Prize for jingle, coffee maker. Give grocer's name and address.

Beat the Record, KABC, Hollywood 28. Local. 11:30 a.m. 790 k.c. Has several contests. Send card if you wish to be called, with name, address, telephone number and the current "key," announced the preceding week. You compete with the theater contestant in naming objects in a given category, also in identifying record played. Jackpot of prizes for winner and consolation prize for loser.

KCBQ, San Diego, Calif. Local, 1170 k.c. Several programs through the day ask for a list of the three songs you think will be tops for the week. Prize for winning list, a V-M record player. Also pay \$10 for best Thought of the Day sent during the week.

Walt Abbott, KFOX, Long Beach, Calif. Local. 1280 k.c., 12:05 p.m. Send name, address and telephone number. He calls you and asks question. Commercial prizes.

Are Ya Listenin'?, KBIG, Hollywood 28, Calif. 2 p.m. Local. 740 k.c. This program is two hours long. You need to listen only one hour, then write a letter commenting on the products mentioned. Number of prizes depends on how well you cover the program. Prizes are merchandise or certificates.

Tello-Test, Local. 10:15 a.m. and 4:30 p.m. They call you but it is a good idea to listen for the question and look up the answer. They start with \$25 and add \$10 every time anyone misses. There is a consolation prize if the question is missed.

Starling . . . Lady's Book, KFI, Los Angeles 54. Local. 9:30 a.m. 640 k.c. Wants household hints in rhyme, any length, any meter. You can win more than once. Commercial prizes.

Just For Fun, KPOP, Los Angeles 5. Local. 12:45 a.m. 1010 k.c. Merchandise prizes for hints and jokes. Send entries to Violet, % program.

Ira Cook, KMPC, Hollywood 28, Calif. Local. 10 a.m. 710 k.c. Wants short paragraphs. Usually reads them about 11:15 a.m. Gives hose and Disneyland tickets.

MONDAY

Reporter's Round Up, MBS, Washington, D.C. National. KHJ. 8:30 p.m. 930 k.c. Cards only. Merchandise for three questions on subject announced previous week. They always give the speaker and subject for the following week and sometimes the speaker and subject for the second week following. An ordinary card should be in time for the second week, but it might be best to send the card for the first week air-mail. They do not give a deadline.

SATURDAY

Platterbrains, ABC Network, New York 23, N. Y. National 10:10 p.m. 790 k.c. Want questions about records. Card or letter. Prizes Ship-Shore blouses, swing-away can openers, albums of records.

National Juke Box, ABC, New York 23, N. Y. National. 9:30 p.m. 790 k.c. They play a number of records and want 25 words about the one you like best. Deadline is the following Wednesday, so it would be necessary to send an entry air-mail from Los Angeles. There are five weekly prizes of merchandise.

Do It Yourself, KNX, Hollywood 28. Open to listeners. 11:30 a.m. 1070 k.c. After the program is over, they record questions phoned in, on any problem in home maintenance. Commercial prizes for any used later.

Sez Who? CBS, 485 Madison Ave., New York 22, N. Y. National. 7:00 p.m., 1070 k.c. Cards only, suggesting a voice to be heard on program, in speech or play. A bell rings at intervals and if the panel has not recognized the voice, contestant wins \$5. \$25 extra if the panel is stumped.

NOTE — Many of our programs change time or requirements, or go off the air without notice. If listed, they may be entirely different when the magazine appears. The following do not have what might be called a formula program over a long time, yet they have occasional contests with very nice prizes.

TV: Bill Stulla, Channel 9; Jack McElroy, Channel 4; Del Moore, Channel 11; Art Linkletter, Channel 2; Capt. Jet, Channel 2.

Radio: Larry Finley, KFVB; Earl McDaniel, KPOP; Bill Ballance, KFVB; Dick Whittinghill, KMPC; Bill Stewart, KMPC; Johnny Grant, KMPC; and programs on KWIZ and KBIG.

TELEVISION

MONDAY to FRIDAY

Dorothy Gardiner, KTLA, Hollywood 28. Local. 1:30 p.m. Channel 5. Now tied in with a movie program and asks viewers to answer questions about what they see on the screen. Also uses household hints.

Chef Milani, KABC-TV, Hollywood 28. Local. Channel 7. 12:45 p.m. He wants jingles and hints. Prizes are trips, range and smaller merchandise items. Often has special contests for recipes.

The Price is Right, National. Channel 4. 4 p.m. A number of articles are shown and contestants bid on them. The price must not exceed the price of the article but the highest price below that wins. Home contestants may submit cards. Valuable prizes.

The Big Payoff, 485 Madison Ave., New York 22. National. Channel 2, 12 noon. Letters to be written by men only. Give name, address, telephone number. Writers of best letters appear on show and answer rather difficult questions. If answered correctly, valuable prizes are given to writer's wife, mother or sister who also appears on show.

Chuck 'N Luck, KTLA, 5800 Sunset, Hollywood 28, Calif. Local. 12 noon, Channel 5. Now have a jingle contest, ending Sept. 10, 1957. No qualifier. Send as many entries as you wish. First prize trip for two to Hawaii by plane with all expenses. Seventeen other fabulous prizes. Just complete this jingle:

The Coffee's hot
The music's cool
The camera crew is ready
It's Chuck 'N Luck on Channel 5
.....

Rhyme with "ready."

Morey Amsterdam Show, KTLA, Hollywood 28, Calif. Local. Channel 5, 11:30 p.m. Mon., 11 Tues. to Fri. Just now wants 75 words or less on The Funniest Thing That Ever Happened to Me. The prizes are stove, wardrobe, couch, and a four day trip to Las Vegas. But watch for closing date, not yet given.

SUNDAY

The Last Word, Box 1838, Grand Central Station, N. Y. 17. National. Channel 2. 3 p.m. Write a letter asking any question about the proper use of words. Encyclopedia is prize for each question used and they use quite a number on each program. This program is also on radio Sunday 4:00 p.m. 1070 k.c.

TUESDAY

Name That Tune, Box 811, New York 46. National. Channel 2. 6:30 p.m. Cards or letters. Send list of seven favorite songs for Golden Medley. New, old, classical or popular. You win as much as theater contestant does.

What's The Name of That Song? KABC-TV, Hollywood 28, Calif. Local, Channel 7. 7 p.m. This is a real give-away show for anyone who can recognize songs quickly and then sing them, so watch.

THURSDAY

Fishing Flashes, KCOP, Hollywood. Local. Channel 13, 8 p.m. Interesting "tackle tips" and contests with commercial prizes. Must listen.

SATURDAY

Norvell Gillespie, KRCA, Hollywood 28. Local. 2:30 p.m. Channel 4. Wants letters of 200 words or less on given subject, like "Why I Like Roses." Subject changes each week. Letters must be received on or before following Thursday. First prize, watch and two dinners; second prize, pearls, cuff links, hair styling; third prize, jewelry. There are also 25 runner-up prizes. Check for closing date.

HAVE YOU DISCOVERED?

by WILLA VICKERS

WHEN A CONTEST shows up, particularly a naming one, where you need a reference file made up of types of names already in use in that category, it doesn't always leave you time to set up such a file before the deadline date. Fortunately for us in everyday life, we have at our disposal all sorts of name lists to which we can resort. Are you looking for a prize winner in naming a new tract or subdivision? Then get as many copies of Sunday newspaper editions as you can, flip to the homes-for-sale section and you'll see all the names you need to get the trend in this field. Similar sources that can be used with the same purpose in mind are those of the magazines listing camp, schools and resort sections in the advertising. *Cosmopolitan*, *Redbook*, etc. carry this type of feature.

Your national, state or regional auto club, if you or your friends are members, can be invaluable in helping you out on names of places or names of new motels, etc. Every one of them published at least one book on motels, free to members and some of the names listed are catchy enough to be good material for many types of contests. In the Southern California Automobile Clubs booklet entitled "Picnicking and Camping Spots in Southern California," they have a wealth of sites listed that help in naming. Likewise, Duncan Hines' book on lodging and other similar

books for the traveler can supply you readymade lists.

Geographically speaking, you can come across the most amazing collection of names you can imagine if you'll pick up any atlas and turn to the section devoted to towns and their population. The publicity racks in hotel lobbies, waiting rooms of bus, train and air ports are filled with brochures listing many of the resorts and locations that, through the use of names with eye appeal, tempt you to visit these places.

The telephone ads reminding us to "Look in the Yellow Pages" are about the easiest open invitation to names in specified categories that I know of, especially for restaurant, motel, resort names with good coinage examples.

The other day while fiddling with a local street map, I realized the indexing was a guide to catchy terminology and name clues as well as a directory of the town.

The most complete index of towns of all sizes is the American Red Cross Directory used in their Home Service departments. This directory is not widely distributed, and availability would have to be checked with the local Branch Manager or the Home Service Director. It's worth a bit of investigating, as it is said to be more complete even than the Postal Directory. Either has an advantage over the average Atlas, in that it includes every town and

sometimes the smaller the village the more picturesque the name.

When you're picking up out-of-town papers, take a good look at the entire format. Some of the "chicken feed" local contests are well worth entering, and the \$1, \$5, or \$10 that they may offer for even as much as a pertinent question can help much in supplying the paper and postage for the other contests in which one indulges. Usually a town of any size has a newsstand that carries at least Sunday editions of some of the better known towns throughout the nation. If not, and you're living adjacent to a large city, you can be sure to find several there — in fact the major hotels will have big city papers for the convenience of their patrons. To save foot work in looking for these, write the Chamber of Commerce in the city and they'll supply you with the name and location.

Purchasing magazines frequently mentioned can soon run up into money. Before you hie yourself to the corner drugstore, stop in at the local Goodwill Industries; Salvation Army Outlet store, Veteran's Salvage Bureau or similar organization—including the rummage sales which always seem to run rampant in towns in spring and fall. In these centers you can get many magazines that will adequately serve your purpose for a fraction of the original cost, and if you're lucky you may interest the person in charge to save special issues or magazines for you.

To check the local library index takes only a few minutes and quickly tells you how much material is available on the topic in which you're interested. Besides the index, I also inquire at the information desk as

sometimes the attendant can point out helpful books and films that do not come under the usual categorical listing. Do take the time to become acquainted with the *Readers Guide to Periodical Literature* which Betty Bullion pointed out some time back in *Contest Magazine* in an article that gives excellent resource: "You'll Always Win."

If you're not sure where you can locate name lists suitable for pets, then ask either the library or check with the local Humane Society. Chances are the humane officer will be glad to unload on you the magazines that have come across his desk. The daily racing form covers enough of the race tracks and the names of the entries in each race and results of the former day that one copy should be all you'd need for a good list of current "Bangtail" monikers. Not every magazine stand will carry this so if yours does not, try the one at the smoke or tobacco shop. Contesters living in the Los Angeles area and adjacent to the Santa Anita Race Track can keep an eye on the building of the new library for the Western Association. If you really want to scan hundreds of registered names this will be the place to do it but you'll need the help of a member of the Association to visit. If you have friends who like to go to any of the races or to harness events or other equestrienne shows, remind them before they go that you'd like to have one of the programs for the day. Cat and dog owners also have their own Association magazines, and checking with the officers of the local organizations will tip you off to publications that give lists of the registered names to help you.

YOUR SLIP IS SHOWING

by JOSEPH S. RUSSOTTO

HAS SOMETHING embarrassing happened to you recently? Did you hear your small child say something witty or cute? The chances are that you probably have experienced one or both of the above. It also is quite likely that you chuckled and then forgot all about it.

But did you know that the embarrassing moment you experienced or the bright saying you heard could be turned into cash, simply by spending a few minutes writing about it and then sending it in to the *New York Daily News*, 220 East 42nd St., New York 17, N. Y.?

The "Embarrassing Moments" and "Bright Sayings" columns of the *Daily News* are two of the best paying markets in the writing field today. Each one pays \$5 per item.

When you realize that each published story averages about fifty words this means that the rate of pay is about ten cents per word. How many magazines are there that pay better rates? And what chance has the inexperienced writer of getting his manuscript accepted by such magazines?

In the past two years I have submitted approximately one hundred "Embarrassing Moments" and fifty "Bright Sayings" and as I write this article I have had an even dozen of the former and four of the latter published and paid for.

You won't get rich doing this sort of thing, but then what free lance

writer does? And besides, think of the fun you and the family can have in writing them.

I submit my entries in a letter form and keep a duplicate copy for myself. Then I turn to these columns in the newspaper each morning on my way to work. The thrill I get out of seeing my initials under my accepted story does not compare with the thrill I receive in seeing some of my articles published in magazines but it is a thrill nevertheless.

From a study I've made of the above markets during the past two years I can say that out-of-towners are just as likely to win as New Yorkers. Checks for accepted entries follow within a week after publication and I have had some entries accepted seven weeks after submission, so don't give up hope if your entry does not appear in the newspaper within a few weeks. Incidentally, your manuscripts are not returnable.

Most of the accepted entries I submitted were descriptions of actual incidents. Some of the others, however, were changed slightly from the way they actually occurred. But evidently the more believable they read the more likely they are to be accepted.

Some of my successful Embarrassing Moments were based on happenings in the office, such as the day I accidentally turned up the volume on a radio during working hours, or the

day I refused to give information during lunch hour only to find out that it was the boss on the phone, etc.

One day in the office I wanted to give one of my typists some pointers in typing. I proceeded to sit down and give a demonstration only to have the boss come up and say, "If we need additional typists please hire them. I'm not paying you to give demonstrations!"

As for "Bright Sayings," they are usually heard around the house. They may be things you heard your children say or something you may hear from the neighbor's children.

My wife scolded our daughter one day for taking too long to sweep the kitchen, "What's the difference how long I take," replied my daughter, "as long as I'm busy?"

Periodically I call the family together and we discuss different incidents we can recall which fall into the above categories. We then decide which item discussed will make the best "Embarrassing Moment" or "Bright Saying" and I am elected to properly phrase it and type it.

Whether it be a Bright Saying or an Embarrassing Moment, the cardinal rule is to jot it down immediately as you hear it or see it. Even a single word will suffice to recall the incident and permit proper elaboration when time permits.

In submitting your entries it is of course desirable that they be short and grammatically correct but this is not too vital. I have had cases where my original wording was almost completely changed and only the idea retained.

Don't forget. The *Daily News* publishes at least two each of the Embarrassing Moments and Bright Sayings daily. Over a period of a month this amounts to one hundred and twenty published entries, which at \$5 each, amounts to \$600 monthly or over \$7,000 a year paid for incidents which take but a few minutes to describe.

So if you fall into your neighbor's prize petunia plants, don't fret. Tell the *Daily News* about it. If they think you were sufficiently embarrassed they'll pay you for it!

THE SECRET OF HOT TIPS

by SYBIL BRUCE LEACH

IDEAS are everywhere. But it is not the idea itself but what you do with it that makes it a winner or a loser. Notebooks are marvelous for mind stimulators. Scrapbooks are sometimes the lead to unexpected sales.

When *The New York Mirror* wanted recipes with photos I realized many people did not know about RAGAMUFFINS as I called them.

But it couldn't be a recipe because my Ragamuffins had been made from grandma's scraps of leftover pie dough. So I had to take the idea and make it into a full fledged recipe. I did this by measuring everything I used, so that the finished product could serve as dessert or "something sweet" to be served with tea or coffee. It sold. The check was generous and when the recipe appeared I re-

ceived several fan letters.

The idea was a hot tip for a check *but it had to be helped.*

Better Homes and Gardens gave me a prize for an original recipe once. Also a box of groceries and several copies of the recipe *and* a certificate from *Good Housekeeping*.

I read of the contest, and very fond of stuffed green peppers decided upon entering them. *But not as I was used to cooking them!*

I thought of: Economy. Food values. Filling main dish. Unusual name. Also, to use as many ingredients as were advertised in the *Better Homes and Garden Magazine* as winners received all of the ingredients used in recipe IF advertised in that magazine.

Red stamps were used for meat at that time, so I used one red stamp worth of hamburger in four green peppers. This gave me my title, RED STAMP SPECIAL. Of course I added rice and vegetables, and even a dash of prepared mustard . . . and the food was good. In my entry I gave a sample menu with this recipe the center of attraction.

Then I won in Heinz National Recipe contest remaking Spanish rice into a new dish with hamburgers and halves of hard boiled egg. I used the egg to get my name. The contest rules had stated *unusual names count*. This was Heinz Riceburgers With Egg Afloat.

Now I didn't win in Heinz' next Name The Dish Recipe and I think I know why. I called it Four To Go. It was a dish of four pork chops, and in my statement I played upon the idea of one for the money, two for the show, three to get ready and Four To Go. I believe if I had added one

magic word, HEINZ, it would have won. I believe I had a hot tip in an idea but didn't use the secret of success.

When a chocolate company offered a prize for a new idea in a candy box I thought of radio that had just taken the country by storm. Using a saucer I drew a round box. This idea came as I looked around my house for a shape. I liked the looks of a round clock. It was spring so I used apple green color for box and gold ribbons (from the sunshine) and black letters to set off the colors. I worded it Douglas Broadcasting at top, in center "Their Sweetest Hour" and at the bottom the full name of the company. Yes, *I won*.

The Reuben Donnelley Company were judges of a radio contest of My Favorite Program. I selected "The Shadow" as I was familiar with all the characters and plots, and felt I could write about it.

The affidavit I signed prohibits me from going into detail, however, but I had the idea of writing about it as if it were a recipe, only a recipe of interest and pleasure. So I used ingredients in terms to suit the characters and type of story portrayed. My gift was a major one of imported wall paper for a whole house, which I promptly sold for a nice sum.

A tea at a friend's house when I was going far away tugged at my heartstrings, and on my trip the line, "Let Me Remember You," worried me. I decided to work it up into a sentimental kind of poem. I did, and it sold first time out to *Poetry Magazine*. A letter from cousins on a Vermont farm stirred the idea of a poem of my childhood there. I

(Continued on page 64)

HOMEMAKER OF TOMORROW

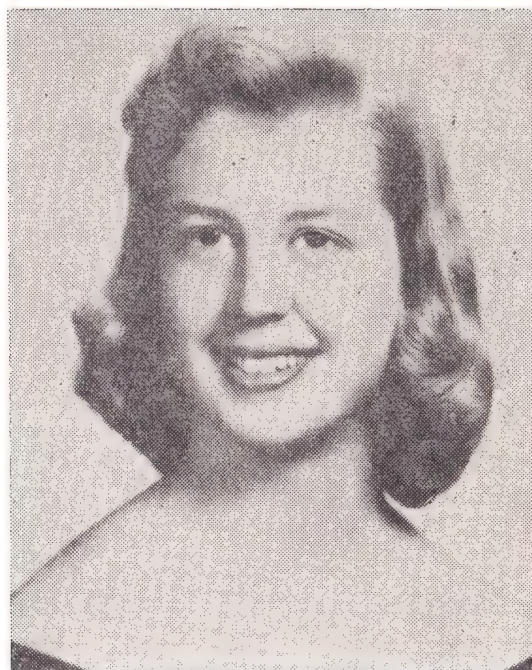
by

LENORE ARCHULETTA

SEVENTEEN-YEAR-OLD Sheila Bagshaw, a 1957 graduate of San Rafael High School in California, is the winner of the annual Betty Crocker award sponsored by General Mills Baking Company. She enters the University of California at Berkeley on the \$5,000 scholarship she won as National All-American Homemaker of Tomorrow.

This attractive, blonde, brown-eyed girl plans to be a nurse and has spent her last two summers working in a San Rafael hospital as a "pink lady" writing letters and doing other chores for patients. She was also chairman of her school polio drive.

Her home economics teacher, Miss Wylma Cunningham, herself a record holder as she taught Sandra Walton, Betty Crocker winner of 1956, says, "Sheila is dependable and a serious minded student with a straight A average." Music is another of Sheila's interests. She plays string bass in the



Sheila Bagshaw

school orchestra and was president of the music society. Her two brothers are also musicians.

Her achievement of winning the award was against terrific competition as 300,526 senior girls in 11,636 of the nation's high schools tried for this title. The written test consists of a thorough coverage of all units of home-making; cooking, sewing and budget making included. Then she, and top winners from every other state had all expense paid tours of Washington, D. C., Philadelphia and New York. This educational feature required another write-up by the contestants. Sheila brought California the second winner in two years. Her school received a set of Encyclopedia Britannica from General Mills in her honor.

Contesting ADDS and MULTIPLIES as we DIVIDE it with others!

by PEG MUNCASTER

This is exactly my feeling for *Contest Magazine*, which has been a wonderful help to testers!

For me, life has been very rewarding through helping others to enter in the competitive field of contesting. I can put many things out of my troubled mind while sitting at my typewriter! Sometimes in the middle of the night a brainstorm will awaken me, and I will sit right up in bed to jot it down because my thoughts can become fleeting.

During the past few years I've had almost more than my share of troubles and I know that through contesting prayers I have averted a complete nervous breakdown.

When my next-door neighbor gave me the KamKap, 1,001 Entry Blank, it was like a challenge for I was at an all time low on Christmas eve. I had buried my mother the Christmas eve before and my daughter was away for the holidays.

I decided to start my entry at that time and set my goal for 1,001 uses—as this was the advertising slogan which KamKap used for this Adapt table. I started to jot down uses over that holiday, on the street, at the office and in my home—everything I did and everywhere I went I'd find another use for my table. Incidental-



Carl Singer (left), Mrs. Muncaster and the President of Kauffman's Department Store.

ly I had bought one for my mother which she used all through her long sick-spell and I really knew how wonderful they were in the sick room.

After six long and fun-filled weeks of digging up different ideas, I finally completed my ten pages of 1,001 uses for my KamKap Adapt Table! My daughter and I lead such busy lives that neither one of us ever finds time to do dishes and I was dreaming about the dishwasher which was one of the prizes! However, I posted my completed entry and promptly forgot about it.

My daughter almost died with a brain hemorrhage suffered after recuperating from a sinus operation.

The night I was going to bring her home from the hospital the telegram

came bearing the wonderful news that I was top winner of 1,001 prizes. However, when the Western Union operator got me on the phone it scared me so badly that I told her if it was bad news I just couldn't cope with it, and I guess I had her so confused that she just said, "It is good news—I will read it over to you—and then send you a copy"! I guess I had had so many terrible things happen that I just wasn't prepared for anything so wonderful. All I could do was cry!

Up until this time we had won many little things as a mother-daughter team—most honorary awards, so, it took several days for this fabulous win to "sink-in"!

My daughter is planning on getting married as soon as her health will permit, so I shall be losing 1,002 things before the summer is over—my 1,001 prizes and my daughter!

My advice to my contesting friends from one end of the country to the other is "Keep trying—never—no never give up the wonderful challenge that entering a contest gives you! To me—I get just as big a thrill out of entering as I do winning—but most of all stimulating my friends into doing likewise. This morning two of my office girl friends won through the Gaines contest and to me it was a rewarding thrill to see how happy they were, as they are new to the contesting challenge!

And just last week my next-door neighbor won a wonderful Janitrol Gas Furnace for his home, and if you will recall it was he who gave me my 1,001 entry blank, so again I shall say — "Contesting Adds and Multiplies as we Divide it with others"!

The Secret of Hot Tips

(Continued from page 61)

called it "Nostalgia" and *Poetry Magazine* bought this on its first trip out.

Once I admired a very large woman. Her hands were big and capable and she wore a thick, gold wedding ring. She had many responsibilities and shouldered them most capably. But it amazed me when she said, in a confidential tone, "My hands bother me, I'm always ashamed of them, they are so big and ugly."

I couldn't forget those words or her hands, either. Then, when writing articles for trade journals, I thought of a short story. It was based on a girl's big, strong hands, and her many responsibilities. I wove it into a love story with a happy ending and it sold first time out. I titled it, "Hands on The Oars." I used her hands to win the admiration of an artist and to invite romance.

These are little ideas, hot tips that have to be molded into something with fresher ideas for quick sales.

Now with so many new contests under way it is time to go into our notebooks and re-read our scrapbook clippings for a hot tip that can be molded into a winner. The use of The Right Word, and Clarity of meaning are most important, too.

It is well to remember the last two winners of the Derby horse have been coined names, half of Latin, the other half pertaining to the colt itself or place of birth. Perhaps some oldies can be re-made into newies to advantage. Old carbons are sometimes of more use than the notebooks and scrapbooks combined, but all have their place in contesting.

DO YOU SEE?

AN EDITOR SPEAKS TO CONTESTERS

Address prepared by Hugh Freese, Managing Editor of Contest Magazine,
for the National Contesters Association Convention in Philadelphia

I could talk about the problems of publishing a magazine, and you might be interested. But, I believe testers need most of all to be reminded that they have SEEING and THINKING powers far beyond those they are putting into practice. And it is these powers that win prizes.

Most people have eye trouble. Even the fortunate few who can claim 20-20 vision have difficulty seeing well most of the time.

On the letterheads used by Allied Stores Corporation for policy letters these words are printed, according to a recent issue of *Reader's Digest*: "To LOOK is one thing. To SEE what you look at is another. To UNDERSTAND what you see is a third. To LEARN from what you understand is still something else. But to ACT on what you learn is all that really matters."

Most people are fairly good LOOKERS. But if only half of them are good SEERS, and half of the seers UNDERSTAND, and half of those who understand, LEARN, and half of those who learn, ACT, then your real competition is only about one-sixteenth of the field. Actually, I believe it is much less than that.

A man built a home for himself and hired a painter to paint it a pastel color. But when the job was finished the owner did not like the shade of the paint used. It was too dark, he said. At considerable cost, he had the house repainted.

That was several years ago. Today the house has grown drab and dark and dirty—much darker than the original color to which the owner objected. Possibly he hasn't noticed the change. Familiarity has dimmed his vision. Daily living in a dark house has made it less objectionable to him than the original, new paint was. Originally he was willing to spend money to cover up a new paint job, but he has not been willing to maintain the appearance he was so anxious about in the beginning. He isn't seeing as well today as he once did.

Testers are like that. Familiarity with a subject can dim their eyes and minds to such an extent that they do not see well.

The Good Book says that "without vision the people perish." We might paraphrase that to say, "Without good vision, testers do not win."

The Ansco Company has recently marketed "the world's fastest color film"—New Super Anscochrome. It has incredible speed—ten times as fast as ordinary color films—and three times as fast as any other high speed color film.

In other words, this new film gives your camera ten times the SEEING ability it used to have. Put New Super Anscochrome in your camera and it can SEE well enough to stop the fastest action. Your pictures will have crisper backgrounds. You can

now photograph *indoor* scenes in color without the use of flashbulbs.

A new world is opened to color camera fans. What Ansco has done for your camera, you can do for your own vision.

I had an amazing experience a few years ago when I was forced to switch to tri-focals in order to see better. I was actually amazed to discover that road signs could be read at a distance. That it wasn't necessary to stop in order to read a sign that said "Keep Going." I could read the billboards and store signs across the street without depending on my wife to relay their messages to me. I could see a pretty girl two or three blocks away. And I could see a bill collector farther than that. It was wonderful.

But you don't have to switch to tri-focals, or even bi-focals in order to increase your seeing power. The secret is to look at familiar objects as if you had never seen them before.

When you look at the sponsor's product, see it with a new super type of AWARENESS and UNDERSTANDING. Remove the cobwebs of familiarity and pre-conceived notions from your mind. Sharpen your perception by opening the aperture of your mind to new thoughts, new slants, new possibilities, new relationships.

Awaken the nine-tenths of your mind which is usually asleep and really SEE what you look at. Ask yourself questions that will cause you to see things you've never noticed before. Make a list of things about the product that you have been taking for granted, and then ask why they are as they are. Usual-

ly there is a reason—sometimes a very good one.

Compare the product with similar products, and study the differences. Ask yourself the reasons for the differences, and discover the advantages of each difference. Try to appreciate the thought and planning, the skill and experimenting that went into the design of the product.

APPRECIATION of details is one of the best ways to step up the SEEING power of your mind. The great philosopher and lover of Nature, Henry David Thoreau, could see beauty in a handful of mud because he was able to appreciate the fact that millions of plants and flowers and thousands of years had contributed to the texture and fertility of the mud.

To open the aperture of your mind wide open, look with AMAZEMENT at an object. And when you do, you will usually be amazed at what you see.

Imagine, for instance, that you had never seen or heard of the telephone. What amazing things and impressions would you be aware of at your first introduction to the instrument? How fascinatingly could you write about something which today is very commonplace to us?

You don't always see something better by looking harder and longer at it. Looking hard may lead to staring without seeing anything, and looking longer may lead to a faded image. Both methods actually impair vision.

To see better, throw more light on the subject, or step up your powers of perception. These are the methods the photographer uses in pic-

ture-taking. Your mind is very much like a camera—or should we say that a camera is like a person's mind, since people had minds before they had cameras?

To throw more light on the subject, gather and study all the available information, and then look at it from many different perspectives.

To step up your perception, become wide awake as you look. Turn the force of a QUESTIONING mind upon your subject. Don't be satisfied with accepted notions. Question them. Ask yourself WHY.

Soon you will be thinking NEW thoughts. And NEW THOUGHTS win prizes.

Contesting is a battle of IDEAS. And old ideas aren't good enough to win in today's stiff competition.

You've got to be awake. You've got to THINK as you look. Switch to Super Anscochrome for mental pictures in full color! Put to use the brain cells you haven't even begun to use yet.

California Convention

(Continued from page 43)

ber of chairs at each. In important personage sat at the table with a sign telling who was presiding. Table hopping was not only possible but expected so that the greatest number could avail themselves of this clever get-acquainted idea. Tables were presided over by Helen King, guest speaker; Judy Dallman, author of *Ridin' High*; Opal Broderson, vice president; Betty Halliburton, president of the Los Angeles club; and others.

Helen King gave the banquet ad-

dress on "The Plus Side of Contesting." She was happy to note in sharing that testers are more generous with helpful ideas than formerly. She told of various winners and their attitudes that led to success for them in contesting. Folks who rated a \$1 from Pom Poms were among those asked to stand and be recognized!

Being so near the movie colony it would not be right if we didn't have a movie star in evidence. Many of us were admiring one good looking couple. She is a real-for-sure-enough tester too—the lovely Billie Dove—and her handsome husband, Mr. Kenaston. He snagged one of the blankets given as a door prize. California is a big state and does things in a big way. Better join us next year for some of these fabulous talks and outstanding prizes.

Horses' Names

(Continued from page 27)

Wilson's	Wild Tony
Chamaco	Wailin' Sailor
Wilson's Duchess	Waiting Game
War Whoop	Widower's West
Wild Card	Wink or win
Waggoner	War Tryst
Whimper	Witch's Witch
Waspy	With Blessings
Wane of Eire	War Vote
War Dance	Wish Again
Willy Tass	Why Certainly
Washington Jay	War Marshall
Winter Tan	Worry Manana
War Token	Wixie
Wa-Natcha	Wildoath
What Haste	Worthy Mite
War Contract	Wayform
Willie Napoleon	Young's Jessie
Widower Lloyd	Yaller Gal
Watchin's Lady	Yellow Jacket
Wayjet	Yellow Cat
Worthy Sister	Your Regards
Waygale	Yama

Round USA with NCA

Edited by Margery Blalock, 1st V.P. Box 341, Abbeville, Alabama

CONVENTION COVERAGE

by Margery Blalock

From warm welcome to friendly farewell, fun was the word at famous Philly's Sheraton shindig! Those who went know what to look forward to in Oklahoma next year and those of you who didn't don't know what you missed!

Received with "model" graciousness by Convention Chairman Edith Kraatz, NCA'ers met and mingled with members of the Philadelphia Contest Club, assured of gala things to come by their smiling hospitality. From Bang-Up Early Bird under the capable direction of petite and punny Mae McCaffery to enthusiastic Eleonore Benson's Beyond-Compare Banquet, the Convention in the Quaker City was a praise-winning event.

TOURific Dave Gratz was on hand lending a hand and hearty welcome to the group. Cy Beckman's wonderful WINdeed contests reaped prizes nice and numerous from adept Adele Byrne. Publicity Chairmen Winona MacMullan and A. M. Weil did their duty in grand style. Busy Clara Wetherbee's lovely QUACK-er City Luncheon was a convention highlight with pretty Pauline Bruer presiding. "Our Gal" Sal Weaver handled registration and reservations with thoroughly satisfactory efficiency. Happy Henry Reilly set Convention wheels in motion and kept them turning with true Montana magnificence. What more need be said to show '57's Convention success?!

1st VP Mae McCaffery's program—well planned and presented — included official greetings from James A. Morrison, Director of Convention and Visitors Bureau of the City of Philadelphia. After a 1956 convention

report from Indiana's jolly Olive Kopka, Philadelphia's own little and lively Helen Rhodes gave us inspiring answer to WHAT'S THE BIG IDEA? Ohio's WINTelligent Captain Bernard Beatty put across his POINT OF NO RETURN with applauded aplomb. *Contest Magazine's* Mrs. Freese filled in ably for husband, Hugh, who could not attend, by reading his address AN EDITOR SPEAKS TO CONTESTERS. Kay Metz came from Quaker Oats Company to present new insight into WOMEN AND THEIR INFLUENCE, after which smiling Professor Wilmer Shepherd taught all about FINDING YU-ranium. TWO LOVES HAVE I confessed decorative Maurine Gilchrist from Florida. Wisconsin's genuine Johanna Gnauck encouraged contesters to find NEW HORIZONS WITH WISCO-WINSIDERS. That Yankee DOODLE Dandy Helen King introduced conventioners to the DYNAMICS of CONTESTING, after which the writer told how WINNING IS BELIEVING. From Teacher Chas. Kraatz came the plea PATIENTS, PLEASE! THERE IS A DOCTOR IN THE HOUSE! Hollywood's happy-go-pluck-the prizes Opal Broderson drew word-worthy BLUEPRINT FOR PEN-PAINTING. Tape-recorded invitation from C. M. (Smitty) Smith, Oklahoma's Grand Old Man of Many Wins, set everyone's sights for Oklahoma City. Joan Lambert Aiken's WHY CONTESTS NEED PUBLIC RELATIONS and Mr. Newman's FAVORITE BAMBINO gave added advertising value incentive to entry writers. Surely win-success should be a much simpler matter after such informational, inspirational convention listening!

Bidding reluctant farewells to Philly frolic, with fond memories fifty

sun-and-fun seeking Houseparty-ers joined NCA's Hostess with the Mostest, Elsa MacMillan and handsome hubby, Mac, for Cape May's quaint, but comfortable, Colonial Hotel. There for four days of prize-loaded contests and by-the-sea relaxation, Elsa's group enjoyed every minute. But all good things must come to an end—for a year at least—so good-byes were said, not with finality but with friendliness and a forward look to next year.

Oklahoma City sent Bob Gilchrist and Smitty to invite us to keep an NCA Convention date in '58 — so, please, won't Y'ALL COME?!

WINSIDER REPORT

by Pearl Houghman

Pepsodent sent me a Swimming Book but they forgot to tuck in the pool. They also sent me a Fishing Kit but I haven't time to fish. Such is this fascinating hobby of contesting. Wouldn't it be fun if someone sponsored a contest telling in "twenty-five or less" WHERE DOES THE TIME GO?

The response to my appeal for sponsors was most gratifying and I wish to thank all of those who wrote in offering to serve. It has been a big help in the WINSider department, I assure you. And the steady stream of qualifiers and entry blanks are much appreciated.

When a shut-in reports a win from material sent in by some thoughtful donor, you realize the prize could not have materialized without the aid of helping hands throughout the land. A few days ago someone sent in \$2 worth of postage stamps. What a help these are in this work! I feel free to tuck in a few with the letters sent out and how they are appreciated!

Donors to be thanked for the month of June are as follows: S. M. Austin, Opal Couch, Audrie McMahon, L'aye Cool, Inez Watkins, Wm. H. Kinkade, Mrs. Joseph Skaron, Mrs. J. W. Faris, Mrs. M. B. Robbins, Mrs. G. L. Drabek, Natalie Burke, Harry E. Cook, Irene Palmer, Fanny

Schulein, Ethelyn Kincher and Ethel French. Many of these people sent in contest help several times during the month.

NCA PARODY AWARDS—1957

The judges of the 1957 NCA Parody Contest thank all you contestants who entered and commend you for the fine sentiments about contesting and NCA fellowship pervading all of the entries, also for your promptness and rule conformance. Not one entry was disqualified for lateness!

The prizes of \$5, \$3 and \$2 awarded by NCA were supplemented by six more from the Philadelphia Contest Club for the outstanding runners-up, and the top nine parodies were printed for Convention use as usual.

Congratulations to: Mrs. Walter E. Spees, 790 Primrose Place, Lima, Ohio (\$5); Maxine Jenkins, 3985 Orchard Ave., Ogden, Utah (\$3); Celtes Hubbard, 755 North Riley Ave., Indianapolis, Ind. (\$2).

Ball-point pens to: Mrs. Alfred Goodman, Box 5097, Columbus, Ga.; Mrs. Dewey Johnson, Box 126, Hinsdale, Mont.; Pearl Houghman, 854 Downing St., Denver, Colo.; Alma N. Carey, 729 Thomson, Flint, Mich.; Mary Ann Von Pechy, 6004 Chestnut Hills Dr., Parma, Ohio; Grace M. Calkins, 526 E. Dayton St., Flint, Mich.

The Parody Committee

Eleonore Benson, Chairman

"EARLY BIRD" WINNERS

by Mae McCaffery

Winners of the top three prizes in the jingle or "What's My Line" contest at the "Early Bird" session of the NCA Convention held at the Sheraton in Philadelphia, were as follows:

Conventionally speaking, now is the time,
To get that "gray matter" workin' on rhyme
So, come on everyone—join in the fun

First Prize: "No time like the 'pleasant' when my rhyme is done."
Vera H. Reardon, South Windsor, Conn.

Second Prize: "Besides 'spinning'

prizes, friendships are spun."—Mrs. S. S. Johnson, Minneapolis, Minn.

Third Prize: "Be 'fust with the most' on this Pennsy Run."—Betty Goerss, Cleveland, Ohio

In the contest entitled: "For Whom the Bell Ex-tolls, contestants were to answer this question:

Here is a RIDDLE to answer—pray tell!
What caused the CRACK in the LIBERTY BELL?

Judging on humor brought forth these three top winners:

"This bell (e) needed her independence to develop a bust."—J. C. Bugbee, Springfield, Vermont

"Long years ago in Philly Town,
Ole' Pete Tschaikowsky felt a beat,
He tried it on the city's bell
And WHAM! out came Nutcracker Suite."

Marjorie Ball, Cleveland, Ohio

"Miss Liberty, a contest belle
Molded entries for prizes swell
Then her proxy kept the 'jack'
The 'split' they had caused the crack."

Opal Friou, Brownwood, Texas

In naming Philly's Famous Filly, First prize went to Kathleen Tidwell, Atlanta, Ga., for "Hossphitality." Second Prize was awarded to "Schuylgirl" by Bob Gilchrist, Moore, Okla. Third prize went to Opal Friou, Brownwood, Texas, for "Betsy Hoss."

There were also a "Musiquiz" and several "guessing" contests which brought fun and prizes to the Early Birds. Winner of the Brooklyn Contest Club prize of one year's subscription to *Contest Magazine* was Mrs. Vallie McDaniel, 503 North Michigan Ave., Marshall, Ill. Allen Glasser of the Brooklyn Club awarded the winner this prize.

The three slogans that won top awards in the Hawaiian Punch Contest were: "A HonoLULU of a Drink!" by Edith Kraatz, Philadelphia; "POI, OH POI!—THE PUNCH EVEN CHILDREN CAN ENJOY!" by Dr. David Gratz, Philadelphia; and "When parties pack a punch, someone's packed Hawaiian!" by Capt Bernard Beatty, Ohio.

Harriet K. Doyle, 6916 Farragut

St., Woodlawn, Hyattsville, Md., was the first to discover the identity of the famous Philly filly, which brought her a prize. "Under Cover" in the comical horse's outfit were Philly's famous couple, Charles and Edith Aristo-Kraatz of the Horsey Set.

In the next issue you will find the top winners of the other Convention contests, which were judged by members of the Philadelphia Club.

PRIZE PLAUDITS (PART 2)

by Adele Byrne

The Philadelphia Contest Club thanks all the donor of prizes and souvenirs for the 1957 NCA Convention. Due to the last minute scramble a few prizes arrived at prize headquarters without donors' names. We thank them especially and anyone else whose name may have been omitted through error. Our sincere thanks to the following:

Motor City Club, \$5; Mrs. F. M. Hendley, tobacco; Mrs. Lucile A. Branda, money clip, purse, scuffs; Mrs. C. S. Matthews, corn popper set; Oak Ridge Atomwins, \$5; D. Salyer, book; Mrs. F. McCormick, 2 sets pillowcases; Margery A. Blalock, 3 dictionaries; Mrs. Charles C. Olson, \$5; Miss Frances K. Gunter, \$5; Mrs. A. B. Harrison, \$5; Mr. and Mrs. Jack Bruer, 4 boxes notes; Mary Redeker, 13 useful gifts; Strawbridge & Clothier, scarf; Grace Calkins, 300 key chains; Mrs. Marion Mirkin, wallet, notepaper, rain hat; Venus Pen & Pencil Corp., 2 coloring sets; Ethel M. Perez, \$5; General Contest Service, 2 books. 5 one-year sub.; Mrs. Frances Hansen, bracelet, sash.

The Winneseans, 10 gifts; Miss A & K. Duncom, set pillowcases; Mae McCaffery, knife and fork set; Ozella McCoy, Defroster, 2 scarves, handbag, sox; Mr. and Mrs. Sherwood, 2 books; Mrs. Violet McIlveen, sheets and pillowcases; Grolier Society, 2 books; John Wanamaker, writing paper; Thomas Hogan, TV tuner; Brown & Bigelow, pen and pencil set; 2 sets cards; Mrs. Mariwon A. Weston, blouse, cuff links, earrings, hankies; Mrs. Anne H. Gelner, 3 postal scales,

2 memo pad sets; Mrs. A. V. Whittier, \$1 and wallet; Mrs. Alene Well-beloved, stamp and tape dispensers; Lillian McCormick, notes; All-American School, Complete Contest Course, 1-year sub., 15 3-month subs.; Try-againers Club, \$3; Miss Bertha L. Smith, \$5; Gopher Club, \$5; Mrs. Eleanor G. Jarish, 2 books, chamois, soap, glasses, 10 paperweights; Lit Brothers, candle sticks; Olive Kopka, Silver pie server set; Mrs. James K. Martin, bell; Mrs. Clara Jones, \$5; Mrs. Clara Lee and friend, \$6; Westbrook Publishing Co., \$5; U-Penaprize Club, \$5; Triads Club, \$5.

Marty Mehsling, compact, apron, slippers, apron set; Lulu Nethaway, apron, 2 towels; Alice Collis, handmade hanky; Mrs. Thomas E. Fogerty, 2 autograph books, earrings; Ellen McLean, 2 sets earrings; Mrs. Joseph Sinder, 4 subs. to Shepherd Bulletin, hose, 2 sets earrings; Mrs. Rolland M. Bentz, apron; New York Club, 5 pin sets; Florence Merryman, set ashtrays; Florence A. Secrest, pen, pen and pencil set; Ruth Senneff, 2 gifts; Mrs. J. C. Barclay, 2 gifts; Monica C. Victorine, jewelry, lighter; Mrs. Walter D. Rippin, set hankies; Claire Cox, \$3; Mrs. Emil Karchnak, earrings, 4 sets; Thora Eigenmann, necklace; Majora Antletz, writing paper; Opal Broderson, book; M. Diekman, \$1; Mrs. Louise A. Baldwin, Jewelry, book, Key chain, watchband, autograph book; Mrs. G. J. Koerner, earrings; Mary E. Greenstein, clips, soap, can opener, glove-gard; Mrs. Eva C. Kraus, 4 gifts; Adele Byrne, various gifts.

ConteStranger Than Fiction

by Jack Hampton

Scheduled to report to work as a rookie policeman, a Connecticut man reported himself sick so that he could appear on a TV quiz show. Unfortunately, his Police Chief saw the program and ordered the rookie policeman to his office for disciplinary action. The policeman showed up, resigned, and decided to go into the contracting business in Florida with the \$11,000 he won on the show.

HOW TO WIN TANGLED NAMES CONTESTS

By ARTHUR FREILICH and
ARNOLD SHAFRITZ

Winning Secrets Disclosed by Top Prize Contestants

The authors, top-prize winners in N. Y. Herald Tribune and Philadelphia Bulletin contests, reveal in detail the methods they used to win the \$20,000 awarded them for attaining the highest scores. The step-by-step systems show the contestant how his two greatest obstacles to winning—time and anxiety—are removed.

The book applies to any tangled names contest, whether it be tangled towns, scrambled names, Bible names, or any other title these contests may be given.

8x10½ inches

Postpaid for \$3.00

Order from

A. D. Freese & Sons, Inc., Upland, Ind.

HOW TO WIN ON QUIZ SHOWS

by JOSEPH NATHAN KANE

A new book covering in concise, understandable language, the whole quiz show field. Here are some of the subjects treated: The Sustaining Show, The Commercial Show, Auditions, How to Obtain Tickets, Best Seats, Your Appearance, How Contestants Are Selected, The Write-in Contestant, The Home Contestant, Kinds of Quiz Shows, Types of Questions, What Constitutes a Good Question?, Books to Study, The Income Tax, etc. Postpaid, 55¢.

For sale by

A. D. Freese & Sons, Inc., Upland, Ind.

News Letters and Club Notes

ALABAMA

MOBILE.—Inasmuch as there are only three entries to my "Contest Technique" Letter contest, I am extending the deadline on same to September 15. This will give those who were busy attending NCA Convention in "Philly," as well as those entering the numerous nationals an opportunity to send their entries.

So please, folks from everywhere send me a nice, newsy letter regarding the books, courses you use, filing systems, time you spend at the hobby, even perhaps some of your unrestricted winning entries. I want some "contest pep" to get me "hep" again in this hobby I love so much.

Mrs. Francis B. Willis, Tuscumbia won a G-E color TV from Borden.—Mrs. Margaret B. Conboy, 1402 Blacklawn, Mobile 17, Ala.

CALIFORNIA

OAKLAND.—Wins reported have been \$135 by Mrs. Rachel Higgins, Sausalito, from "Tello-Test"; Miss F. E. Willis, Redlands, \$50 from "What's My Line"? A Mr. Bellingham of San Francisco, \$122 from "To Tell the Truth"; Miss Shirley Lovell, San Francisco, \$5000 in Dreft Englander Mattress Fortune Hunt; Robert Marille, Oakland, \$1000 scholarship; Abe Rubenstein, San Francisco, all expense trip to New York for careful driving; and Mrs. Thelma Pringle, San Francisco, \$140,000 Irish Sweepstakes.—Lulu Nethaway

SAN PEDRO.—Three Californians are driving Skylark Bread Oldsmobiles from the recent jingle contest: Mrs. R. L. Arnett, San Rafael; Mrs. W. L. Bowker, Glendale; Miss Leone P. Jacobs, San Diego. "Tune Hall" was the prize name selected for Bill Browning's record program, KFMB San Diego, 2:45 p.m., winning Mrs. Ron Lambert a jackpot of four major appliances. Mrs. T. Harris, Garden

Grove, named Jack McElroy's mammoth sandwich "Weenie Wagon" to win the grand prize of an RCA automatic washer. For being judged as the owner of the most beautiful speaking voice in the nation, Miss Irma Jean Gaertner, 37, employer in Culver City's MGM studio as a legal secretary received an NBC contract, 1957 automobile, grand piano and her choice of five extensive vacation trips.

By now, everybody knows that Mrs. Effie Johnson, Anaheim, won the \$25,000 first prize plus the station wagon bonus for naming the Borden twin cows, "Larabee" and "Lobelia." A grandmother, she says she'll help finance the education of her daughter and son-in-law, both attending Arizona State College, who have three children. Other California major winners in this Borden contest were Mrs. James A. Weightman, \$1,000; Kelly French, Novato G-E color TV set; Mrs. Anne Grauer, Los Angeles, Maytag refrigerator-freezer.

Long Beach Amusement Co. conducted a competition to find a moniker for the new little park on Ocean Blvd., near Pine Ave. Mrs. Del Dickinson, Long Beach, received the \$100 saving bond for suggesting "Pike Plaza." Mrs. Ray Bramlett, \$50 bond, for "Sea Breeze." Albert Andrade, third, submitted "Sunshine Park." Other names that attracted the judges were: Idle-A-Bit, Pleasant View, Sunset, Pacific Square, Ivy Square, Nu-Park, Harmony, Pike-View, Pike Vista. Albers Oats sent J. Ferrell, Orinda, a G-E washer and clothes conditioner and J. Carvin, Newhall, G-E refrigerator-freezer.—Sara Lewis

COLORADO

DENVER.—The Coloradowin Convention for 1957 was a great conclave of all good testers in our fair state and neighboring areas, equally dear and fair to their natives. "Time" was

the theme of our yearly meeting at the Albany Hotel, Denver, Colo.

Helen King's "Off the Record Message," delivered during the morning session, was really a revelation, in the daily mail, received by this really brilliant judge of one's handwriting. Our guest speakers at the luncheon were Helen King, Walter Saunders—reporter of Denver's Rocky Mountain News, Gary Owens emcee of a local radio station and many others. Officers elected for the following year for the state club are Signe Tucker president; Rilla Rogers, vice president and Margaret Tige, secretary-treasurer. Mildred Johnson had three small prizes on Pepsodent's "where the yellow went," while Peggy Walker won in a local theater contest.—Teresa A. Keough

TRIONEERS, Pueblo. — Last month's meeting was a luncheon at a local restaurant where two members reported winning cars — a Pontiac from the recent Pontiac contest and an Oldsmobile from Skylark. Two affidavits from Quaker Oats, bicycles from Roxbury, Pom Pom and Nestle's and numerous wins from My-T-Fine, luggage from *Photoplay* and a camera from Popsicle were also reported.

We were all grieved at the death of our winsider, Janet Gentle, in Beverly Hills, Calif., where she had been flown by specially equipped plane to take up residence with her sister, Lili, who is beginning a promising career as a movie star. Janet, a polio victim, had been confined to an iron lung for several years.—Pat Pickwick

CONNECTICUT

WETHERSFIELD. — Affidavits are very unpredictable. Two members received affidavits, one a "Snow Crop" last February. Lee had given up hopes of a prize when she heard the small prizes in this contest were out. Dropping into her grocers recently she was greeted by the exciting news that she was a winner of a mink stole and her grocer a duplicate. Lee is a real contender for she was as thrilled by her neighborhood grocer winning

as with her own win. The other affidavit was received in a two cent envelope. A local hardware store ran the contest but it was judged in New York. Signed and returned, a week later it brought the contender top prize of a trip to Bermuda for two.

Even if not a winner it is always nice to receive a letter of thanks from the company and the winners names. Such was the case in the "Olympia Portable Typewriter" contest held locally and the "Seidner" contest. Seidner even enclosed a 10c certificate in each letter as a thank you. These little things produce a great deal of good-will.

For those who want to enter the "Chilton Greeting Card" statement contest, cards may be bought locally from Mrs. Beatrice Cargill, 197 South St., Elmwood, Conn. Dealers signature denoting purchase is necessary in order to enter.

Those who attended the NCA Convention report a wonderful time. We are looking forward to our next meeting, September 28 when we will hear a full report. Congratulations to all the new NCA officers with the hope they have a wonderful year.—Mrs. George M. Ellis, 263 Brimfield Rd., Wethersfield 9, Conn.

HITCHCOCK CLUB, Hartford.— Congratulations to Hartford's winner of Ad's all-gas kitchen worth \$1500! Those eight of us who enjoyed attending the NCA Convention in Philadelphia, also had the pleasure of meeting the lovely lady from near the Mason-Dixon Line who won top prize of \$15,000 in this same contest.

Gaines Dog Food awarded a vacuum in Hartford and I'm happy to have received my Universal instant coffee maker.

More of us received pearls in the "Fire Down Below" jingle contest and one—the top local prize of a Hi Fi and The Chance, now, a South America Cruise.

There were three of us at hard working Elsa MacMillan's House party and we sincerely thank her for tremendous amounts of time and

energy she puts into planning and running those prize-laden four days.

It was wonderful to me, to spend those days at the NCA Convention with people from many different walks of life who have the common bond of contesting. I want to especially thank the Kraatzes who awarded the top prize in Contest No. 8—my room and meals at the gorgeous Sheraton Hotel. — Mrs. Eleanor G. Jarish, 76 Legion Drive, East Hartford, Conn.

FLORIDA

MIAMI.—Henrietta Ratliff just won an all-expense trip to Europe in a local Sinclair contest. This makes the fifth trip she has won in a little more than a year. She has been to Greece, Disneyland and has trips to Costa Rico and Michigan pending. Incidentally Henrietta also won a month's living expenses in a local shopping contest. Bebe Prusoff won a 21-inch TV set.

We received a letter from Lynne Levine who is spending the summer in New Hampshire. She tells us that her little girl Veda and her little boy Roger each won a second prize in Popsicle.

A Mrs. Dorothy Hess won the Flagler Federal Savings first prize with this statement, "It pays to save because, while the only true security is faith in God, life's problems can be met more calmly through savings."

Hotpoint is sponsoring a new local TV show that is similar to Play Marco called "Play Point." It will be on WITV every Friday night at 9:30. Every day on WCKT they are making phone calls, asking simple questions and giving wonderful prizes. Listen to the Miday Movie from noon to 1:30 to get the details.

We have been able to print a blow up of the Post Cereal Treasure Map that makes finding the treasure a lot easier. We can make copies but this is rather expensive, so if anyone would like a copy send 50c and a stamped self-addressed envelope.—Laurel Shapiro, 6410 SW 16th St., Miami, Fla.

ILLINOIS

PENTAILOR. — Wins reported are Perfex watch to Edna Stowell, Wis.; adv. write-up to Grayce Hulse, Mo. \$100 from a Chicago Borden Dairy contest to Ester DePue, Ill. Mae Olson, Ill., newcomer to contesting has a wristwatch and flash camera from Popsi-Doodle. Shirley Hamann, Wisc. reported the only Borden win with a bicycle. Many are waiting out affidavits.

Remember the deadline for our contest is September 15. Rules are found in the contest section of this magazine. Our prizes seem small, but you won't have to compete against thousands of entries.—Miss Lola D. Zautner, 1404 Sun Court, Rockford, Ill.

INDIANA

HAMMOND.—Our club has been winning consistently from WJOB Hessville Harmony Home program and the grand prizes will be awarded early in September. Betsy Archer who is only 12, won a Ford Thunderbird Jr. in the Switzers Licorice Contest. WWCA Gary is running a contest at 7, nightly. You have to predict the 10 top tunes. Prize each week is \$20 worth of records. The Richard Lewellyn Show on Channel 7, at 12:30 has contests for studio audience and you are to send in a card with phone number to be called at home.

Genevieve Cogan of Chicago won \$100 recently for naming a modern retail shop in the Union Station, "The Isle of Gifts." A TV show for children called "Here's Geraldine" on Channel 7 at 2:30 has been sponsoring children's contests. IGA stores have blanks inside their IGA tea for trips to New York.—Mrs. Madelyn Blade, 1107 Sibley St., Hammond, Ind.

IOWA

MASON CITY.—Now that the BIG NCA convention is over, finish out your vacation time with a trip to Mason City, Iowa where the IOWINIAN convention will be held, or if you did not get to Philadelphia, come and

learn all the "how-to" tricks at Mason City. Elsa Mac Millan will be the featured speaker. We think she is one of the best. The IOWA convention starts with the Early Bird session on Saturday night, September 21 and all day Sunday the 22nd. You may send your reservation to Nina Phalen or to Jennie Beyer, Manly. \$3 will cover convention and luncheon. You do not have to be an IOWINIAN to come. We hope many out of staters will be here.

Some of our winners lately have been Jennie Jensen of Sioux City, a coffee-maker from Gaines, a watch from Birds Eye, two smaller prizes from My-T-Fine and she has a tie breaker from Cheer. Mrs. G. Garvis of Des Moines won a \$1000 from Gaines. We are very proud of Agnes. The Lake Cottage offered by Crystal Sugar was won by a man, Robert Louis Burmeister of Iowa City.

Many Mason Citians won beach balls here, on the Crystal Sugar contest. One Mason Citian won a set of encyclopedias from the Last Word. Don't forget September 21 and 22.—Nina Phalen, 510 5th St., S.E., Mason City, Iowa

MICHIGAN

WOLVERINE CHIPS. — The absence of a letter from the column last month means that the following wins are little late: another TV and Snorkel set from Mercury, a Necchi sewing machine and two Hughes dresser sets from Tek. We were happy to welcome back to our club meeting Maxine Kowalski, whose courage, in spite of repeated attacks of serious illness, is an inspiraion to all of us.

The following wins came to light at our meeting of August 5—a coffee maker from Gaines Dog Food Contest, a camera from Popsicle, and cash.

We were delighted when our charming Elizabeth Newton, long hospitalized with a broken ankle, fractured ribs and back, walked into our August meeting. Although Elizabeth was "down" for several months she certainly was not "out."

Visitors are always welcome at our meetings, held at the Pantlind Hotel, the first Monday of the month.—(Miss) Blanche Mead,, 920 Benjamin Ave., S.E., Grand Rapids 6, Mich.

DETROIT.—The gayest meeting of the year was enjoyed as an outdoor-dinner at our recording secretary's Royal Oak home. Tek gave two members Filter Queen cleaners and Snow Crop sent three hostess assortment certificates and a Magic Hostess can opener. A Universal coffeemaker was sent by Gaines Dog Food, while Popsicle awarded two harmonicas and flash camera. National Food Stores ten-worder supplied our treasurer with first prize Hamilton washer and dryer. A Thunderbird Jr. was won in Hygrade's pig and steer naming contest. \$250 Beauty Course Scholarship was awarded our suburbanite by Riviera College. Our TV celebrity member was interviewed by a script writer for "Two For the Money."

Our club contest for the evening tested our advertising observation skill in "Trademark or Slogan Gems" which product names were to be identified by their slogans. Since no one scored perfectly, as contesters we need to READ the ads as we skim through publications. — Ilene Brown, Motor City Contest Club, Room 313, Downtown YMCA, Detroit 26, Mich.

MISSISSIPPI

WAYNESBORO.—My most sincere thanks to all 79 wonderful contestants who took time out to enter my Philly Jingle contest. 78 met the dateline; one was postmarked 15 days late. Nevertheless, all entries were super and I only wish there could have been pralines for everyone. The winnahs! West of the Mississippi, Mrs. Rita Rumer, Ferguson, Mo.; East of same, Mrs. Marion Brader, Buffalo, N. Y. A special prize of \$1 was sent Miss Caroline King, Torrance, Calif.

Mercury sent a first prize and a third prize car to Mississippi; nearby Laurel had a Pontiac winner, a lady who had never entered a contest before, but who went right to the top

over thousands of entries with NYD.

The big Borden moo netted Nita Tullier, Biloxi, a TV set, and bikes for four other Magnolia namewhizzers. None sweettalked My-T-Fine out of more than two bucks; have heard of no winnah on Gaines other than myself, a 4th prize coffeemaker.

In a local contest for a radio station slogan the prize, week-end vacation at Biloxi, was won with "Our Best Reference—The Listener's Preference."

My favorite shut-in, Alice Aronoff, Altha, Fla., has really been winning the nationals in a BIG way. First prize trip from Popsicle, barbecue grill from Pepsodent, \$100 watch from Birds Eye, coffeemaker from Gaines. Only a short time ago she won a pony from Robin Hood Flour, a dresser set from Tek. Her sister, you will recall, won the first prize Paris trip from Cameo Cleaner and her nephew has won numerous national speaking awards.—T. O. Davis, Rt. 1, Box 70, Waynesboro, Miss.

MISSOURI

KANSAS CITY.—Be sure to save October 19 for our Missouri Convention, which will be held again this year at the Governor Hotel in Jefferson City. Art Reiss who publishes Contest Worksheet will come to us from his home in Dallas, Texas to be our guest speaker. Registration will open at 9:30 and luncheon will be served at 12:30. The registration fee of \$5 includes luncheon, the opportunity to hear the speaker and contest prizes. A dollar deposit is necessary when you write for a reservation. This must be in by October 12 and is to be sent to Mrs. Marie Agniel, 700 East McCarty St., Jefferson City, Mo. The various contests will be mailed to you upon receipt of your reservation, so you can work on the contests beforehand, and thus give more time for chatter and getting acquainted at the convention.

Many of you will be interested to know that Harry Krug who formerly published this column was the winner of a new BelAir Chevrolet and

\$500 in the Chevie Contest.

At our election of officers Jean Harper was elected president, Louise Putman secretary and Mary Collins treasurer. Margaret Hilmes was the top winner in this region with a Pontiac. She will be remembered as the writer whose "clear as sunlight, soothing as shade" written about Hoffman TV won her a new Mercury several years ago. Diana Palmquist will treat her mother to a trip to New York as the gift of Popsicle. Helen Allen was first prize winner of a trip for two to Las Vegas for giving the Serva-Teria restaurant the name of "Hospitality House."

Mary Collins was one of four first place winners from Snow Crop for a Whirl Pool freezer. She also has bonds from My-T-Fine. Jean Chaney is enjoying color TV courtesy of Birds Eye and Ella Mae Jameson has one of Birds Eye's lovely watches. I won from My-T-Fine with this entry: "I like My-T-Fine best as a floating island because easy to prepare and taking only minutes, this creamy, rich, delicious pudding is wholesome, satisfying and nutritious; so festive yet thrifty enough for every day."—Florence Goddard

ST. LOUIS.—The Philadelphia club certainly deserves a hand for the grand time which they showed all of us. The speakers were superb and there were enough contests and prizes and more prizes to go around. Mrs. Marie Diekman and myself (with my hubby) represented St. Louis.

An affidavit which was received about six months ago from the first Snow Crop finally paid off with a gorgeous mink stole for Mrs. Edna Heltibrandt, Maplewood. She has received six affys this year so far. A Calirod range from Tek is her latest win. Rita Rumer was notified that she is second winner of a refrigerator in a local. Mrs. Allean Beem came home from her California vacation welcomed by a portable TV from Philco.

Details of our Missouri convention are in the Kansas City newsletter. We expect many out-state visitors.—

Mrs. Etta V. Fogerty, 5014 Shrewsbury Ave., St. Louis County 19, Mo.

BONNE TERRE.—Mary E. Baker, Jefferson City, received \$500 from Maidenform contest, and a third prize all-expense 5-day trip to New York City for two in Delta Pearl contest. Helen Etheridge, Columbia, has been investigated by Mennen, while Billie Fish, Columbia, has signed an affidavit from Mennen. Irma Faris, Jefferson City, has a Hamilton-Beach mixer from Tek, cash from My-T-Fine. Scotch Kooler from Pepsodent and a harmonica from Popsicle. Bond and cash winners from My-T-Fine include Mrs. Bess Megee, Moberly, Mrs. Sam Baker, Jefferson City, Billie Fish, Columbia, Maureen Agnew, Paris, and your truly.

Elaine Sears, Flat River, received \$100 from *St. Louis Post-Dispatch* Cross-Word puzzler. In Borden contest, Mrs. Alvin G. Moore, Cape Girardeau, won a Maytag refrigerator-freezer, while Mrs. H. E. Wilson, same city, received a G-E portable TV set. Mrs. Vernon Pierce, Desloge, received a G-E Toast-R-Oven from Log-Cabin-Downyflake. Mrs. Winters H. Martin, Boonville, has \$1,000 from Gaines Dog Meal contest. Sweetheart "Dream Come True" contest sent Mrs. Letha A. Fly, Joplin, a Westinghouse electric blanket. Bird's Eye awarded Mrs. Roy A. McCoy, Hamilton, a \$100 Gruen watch.—J. Wayne Lindquist

NEBRASKA

BELGRADE. — Mrs. George M. Seick of Merna won not only the Chevrolet of her choice but that fabulous amount every one dreams of but few realize, \$25,000, in the Chevy contest. Mrs. Joseph Krzychi, Grand Island, was a regional winner in the New Freedom Gas Laundry contest. Her prize consisted of a Hamilton automatic washer and gas dryer, water heater, kitchen cabinet with sink and built-in Caloric top-burners, plus one case of Ad Detergent.

Goldhusker Harold Hibberd has won the top prize in KRVN's first Prize-O-Rama contest for naming their

prize hamp pig. The prize was an Emerson transistor radio. This station is continuing their contest. Listen 7:45 and 11:15—3:45 and 5:45 Monday thru Friday. Barbara Kolar of Fremont named the Hinky-Dinky baby elephant to win herself a clothes dryer and is now eagerly awaiting the results of an Ipana affidavit. Helen Fehrs, Belgrade, Neb.

NEW JERSEY

FANWOOD. — Anyone wishing to form a contest club in the Fanwood, New Jersey area, call Mrs. Harry Proudfoot, FA 2-5343, evenings.

NEW YORK

BROOKLYN BRIEFS — Several members of our club attended the NCA conclave in Philadelphia. We take our hats off to the host club which performed a marvelous job in making the convention so successful, enjoyable and memorable.

Our own club offered a subscription to *Contest Magazine* for finishing this limerick:

Losing contests may make you feel silly,
But you'll learn how to win here in Philly.
For the help you may need,
Just listen and heed—

Mrs. Vallie McDaniel of Marshall, Ill., won with this line: "Sip and smell, rhyme and spell—toil like Tillie!"

Your reporter composed a Contest Alphabet for the NCA event; and most conventioners got their free copies. If you'd like one without charge, just write for it to: Allen Glasser, 241 Dahill Road, Brooklyn 18, N. Y.

Shirley Skorish of our club, who has prizes galore to her credit, has a grandson who evidently inherits her winning talent. The 9-year-old lad, Eddie Steinbrecher of Miami Beach, captured second prize in a safety contest with this slogan: "A good rule to know is Stop, Look, then Go."

Another Brooklyn winner holds the spotlight this month—Mrs. Alice Walter, who placed second in the national Sweetheart Soap contest for

a prize of \$10,000 which will be paid over a period of years at \$100 a month, thus reducing her tax on it. Mrs. Walter also won a mink stole worth \$1,000 in the recent Wishbone contest.

After summer inactivity, our club resumes regular meetings this month and we welcome applicants for membership. For information, write or phone our Secretary—Allen Glasser, 241 Dahill Rd., Brooklyn 18, N. Y. (GE 6-0666).

OHIO

THE BUCK-AYES, Parma, Cleveland.—Orchids to the Philadelphia Club for helping to make this year's convention the informative, fun-packed adventure that it was. Flying East *again* next week is our own Mary Jurca whose little daughter won a Popsicle trip to New York. We're equally proud of the four Clevelanders who each received cash from Maidenform. Three of them included proof of purchase so their prizes will be doubled. Gaines sent Mary Krupp and this reporter electric coffeemakers, and an instant Hotpot to Mary Von Pechy who has just been awarded a fishing rod from Fairmont's Name-the-Fawn. Our sole Sweetheart winner is Mary Parker who'll soon be sporting a Wyler watch.

In the first Cleveland Press Electric-Key contests, yours truly was thrilled to capture first prize, a Westinghouse electric range for completing in 15 words or less: "The most important electrical appliance in the modern home is a DISHWASHER because—it safeguards family health, reduces "dinnerWEAR," unties Mom's apron strings, providing extra leisure she deserves." Our good friend, Vi Roberts, placed third for a Waste King garbage disposal. — Marjorie Ball, 5603 Ridge Rd., Parma 29, Ohio

OREGON

PORTLAND.—Doris Marble is the belle of the summer. She won top prize in a local contest of a \$1000 bond, just before taking her Rudin &

Roth won trip to Alaska. While she was away the Maidenform win list came out with Doris right up there in the \$50 bracket—and double because of her qualifier! Mrs. Edward Miller of Cathlamet, Wash. was a fourth prize winner in the Occident Flour contest and Esther Berg of Portland won a ton of flour. There was only one Oregonian on the "Sweetheart" win list, Mrs. Clifford Cameron of Portland. — Mrs. Gene Hull, 8224 N.E. Multnomah St., Portland 16, Ore.

PENNSYLVANIA

PHILADELPHIA. — This is being written in the midst of the NCA houseparty. Cape May is a quaint old fashioned town, that is so attractive, and the hotel is fabulous. The main complaint from all the lady guests is that the meals are so good and so plentiful, they all expect to gain 10 lbs. before they leave. We are having fun with our sessions stunts and contests, and there are hundreds of prizes for the group to take home.

Memories of the convention are fresh in all our minds. As a Philadelphian I can only say we were very gratified to have so many of you attend. There were well over 300 and from the fine comments and compliments given to me personally and to many other members, it seems all who attended enjoyed every minute, gained a lot of knowledge, won a lot of fantastic prizes, and had a lot of fun. If this is true of all of you, our club feels well repaid for the hours and days of work we put into it.

Since the last column there have been some wonderful wins in our club. In the Philco Scantenna contest, the first three televisions came to our group, and one of the radios. In Tek I won second, a Caloric range, Mae McCaffery and Adele Byrne won silver and Dave Gratz won a vacuum. In Popsicle, there were watches and viewers.

I am holding a Mennen affidavit, and Cy Beckman's Sweetheart affy turned into an electric blanket. In Gaines Dog food, there were toaster

and coffee makers. In the local area if you can view WPFH which is in Wilmington, Del., TV you may win jackpots or consolation prizes. I won a nice jackpot recently of eight prizes with steak knives, picnic jug, cookie jars, etc. Send them a card with your name, address and phone number. In a local radio contest, Dave Gratz, Lena Lievers, and others each won a Philco portable radio.

If you missed our convention, you can remedy that somewhat by planning to go to Oklahoma in '58. I am happy to turn over the reins of the Presidency to Sal Weaver, a capable, charming gal who will do us proud.—Mrs. F. R. MacMillan

NORRISTOWN—The trip to Hawaii, top prize in Pom Pom, came to Robert Kidder, of Rebersburg. Another trip winner, this time to Venice, is Gerald Farrell, Philadelphia, who tops the Venice Maid list. When the Philadelphia Zoo acquired a baby elephant, it was decided to hold a contest to find a name for her. From among the more than 5000 entries the name "Petal" was chosen. It was submitted by 12-year-old James Rehrig of Jim Thorpe, who received a \$100 savings bond. Mary O'Connor, Philadelphia, founder of Poetry Day in Pa., received a Hi-Fi set in WCAU's Portrait of a Woman contest. Ruth Zimmerman, Pine Grove, received a bond from My-T-Fine and a Scotch cooler from Pepsodent. Dolly Overmeier, Pittsburgh, has a long list of wins, including mattresses from Pepsodent, fishing outfit from Tek and gift certificate from Dorothy Damar.

Mary Prendergast, Philadelphia submitted the name "Beauticraft" in the Standard Equipment contest to name an ornamental railing, for which she won a lovely patio bell. "Glamor-rail" and "Beauti-rail" were also winners.

Heartiest congratulations are due Mrs. Wilmer Dahms, Graterford, for winning the Sweetheart Home and jackpot. She submitted only two entries, one in verse, and feels that the rhymed one was the winner.—Mrs. Lloyd MacMullan, 819 Chain St.

TENNESSEE

KNOXVILLE.—Top prizes for our group of late were first prize in the Carter's Ink Kitten Naming Contest, and second prize Speedboat in the Pepsodent contest.

Other national and local wins included a third prize Universal vacuum cleaner from Gaines for your reporter, several My-T-Fine cash prizes, quite a few Popsicle prizes of cameras and harmonicas, cash from National Safety Council, local television long playing albums, \$75 in bonds from local radio program, and top prize in the local Lassie Contest conducted in connection with Lassie's appearance here recently.—Jay Wrinkle, 3636 Lansing Ave., Knoxville 14, Tenn.

ATOMWINS, Oak Ridge.—A Colgate Gas Home Laundry was won by an Oak Ridge lady. Several of our group received prizes from Gaines, Pepsodent and Popsicle. Both Tek and Maidenform rewarded a member with a food mixer and cash respectively.

We extend an invitation to local and area contest hobbyists to attend club meetings which are held on the second Wednesday evening of each month. For additional information write: ATOMWINS, Box 239, Oak Ridge, Tenn.—E. N. Henry, Reporter

TEXAS

TEXAS BREEZES, Dallas.—Recent issue of *Progressive Farmer* carried 10 contests for letters and ideas. See an issue for details. Mrs. Pauline Butman of Merkel, was one of four in the Union to win top in the "Lucky Traveler" contest meaning \$25,000 and Chevie of her choice. Mrs. Irene Edmondson, Abilene, doubled the \$6,000 for second prize on Maidenform, and Miss Ruth Cooper of Dallas came in for \$250. — Florrie Wade, 4912 Swiss Ave., Dallas 14, Texas

UTAH

BEE-LINERS, Salt Lake City.—Youngsters had a wonderful time

naming two new polar bear cubs at the zoo and a trip to Disneyland. TV, air-conditioner were some of the prizes awarded to a seven year old boy for his names "Klondike" and "Kate." Over 3,000 names were submitted in "Name the Park" in the sugarhouse area and the winner was the obvious "Sugarhouse Park," which was submitted by only four people.

Our list of winners is topped by a Pontiac car won by Marge McCullough of Park City. Five Colgate-Gas Laundrys were won by Utahans. One of these winners also won a beautiful mink stole from Snow Crop. She received the news Wednesday and Thursday of the same week. Many Pepsodent prizes found their way to Utah, topped by a boat won by a Salt Lake man.—Margaret Camp substituting for Alice Lee

UPENAPRIZE, Ogden. — Our top winner is Melba who will be visiting New York courtesy of Popsicle. She will be snapping pictures of the trip with a camera also from Popsicle. On the same contest Mirriam collected a camera and two harmonicas and Ann also has two harmonicas. Ruth S. and Chris pleased Maidenform to the tune of \$50 and \$40. Gaines sent coffeemakers to Chris and Lenore.

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In our super duper local Eva W. walked off with the first prize of \$500. Delores won a new suit for hubby; Jean a \$50 bond and Mirriam a bond and bike. Our new and smart recruit, Eloise, bagged a freezer-refrigerator from Borden and our very clever Maxine won first prize on the NCA parody contest.—Lena Burns, 162 W. 4300 So., Ogden, Utah

VERMONT

ESSEX JUNCTION.—Mrs. E. D. Perham of Keene, N. H. has been awarded top prize \$10,000 in the Swift Contest for her entry in "You Said a Mouthful." She has been a contester for many years, but this is her first major win. Recently she also received a mattress from Pepsodent and cash from My-T-Fine.—Rowena Spaulding

WASHINGTON

EVERGLEANERS. — Besides a Gruen watch from Birds Eye, Mrs. Forsgren of Seattle won the first prize G-E Kitchen from Albers Oats and is looking for a bigger house to hold it! Portable mixers went to Marg Wick, John Miller, and Jane Anderson. Jane also has a necklace from Delta Pearls while Snow Crop Peas sent pearls to Gladys Denney, Seattle, and Audrey Huntley in Wenatchee.

A Pontiac car went to Spokane and in Everett, Evelyn Hellum won her pick of the local prizes, an expensive rifle. Tek sent her a wristwatch.

Dreaming of Maidenform brought cash to Virginia Faire of Skykomish, Florence Locks, Olympia, and Emelia Wood ranked high among our Gaines winners. Mrs. Wood's Toast-R-Oven came from Downyflake.

Mildred Steven's affi from Borden brought her a Maytag refrigerator while Seattle "Eat Out" Restaurant contest enabled both Mildred and Jane to take their husbands out to dine on four different occasions. Rosella Atkinson of Mead won the U&I station wagon and trip to Canada.—E. Boehmer, reporter

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